HUMOR IN A JUGULAR VEIN

TALES CALCULATED TO DRIVE YOU

No. 23
May

MAD

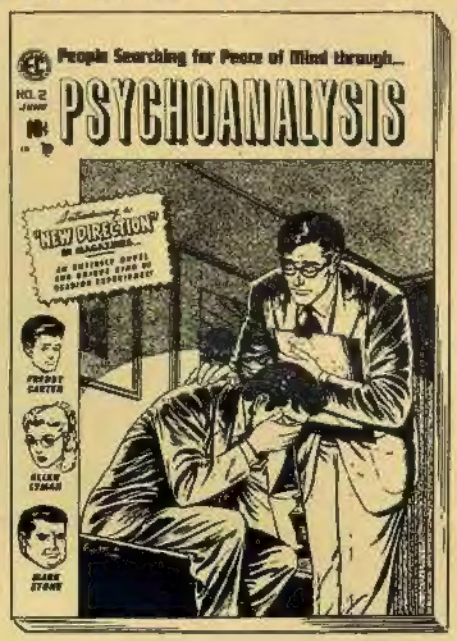
10c

THINK

E.C.'S "NEW DIRECTION"

ONE-TWO-PUNCH MAGS!

A LEFT TO THE BODY... AND A RIGHT TO THE HEAD!



STORIES OF PEOPLE SEEKING HEALTH AND HAPPINESS THROUGH THE GRIM BUT STIRRING WORLD OF REAL MEDICINE!

STORIES OF PEOPLE SEARCHING FOR PEACE OF MIND THROUGH THE MODERN SCIENCE OF PSYCHOANALYSIS!

LOOK FOR THEM ON YOUR NEWSSTAND!

IF YOU'D LIKE TO SUBSCRIBE TO EITHER OR BOTH OF THE ABOVE MAGAZINES... OR TO ANY OTHER OF E.C.'S "NEW DIRECTION" MAGAZINES... FILL OUT THE COUPON BELOW, ENCLOSE $1.00 FOR EACH SUBSCRIPTION, AND MAIL TO...

ENTERTAINING COMICS
ROOM 706
225 LAFAYETTE STREET
N.Y.C. 12, N.Y.

PLEASE SEND ME EIGHT ISSUES OF THE "NEW DIRECTION" MAGAZINE(S) I HAVE CHECKED. I ENCLOSE ONE DOLLAR ($1.00) FOR EACH SUBSCRIPTION.

NAME _____

ADDRESS _____

CITY _____ ZONE No. _____

STATE _____

☐ M.D. ☐ PSYCHOANALYSIS

☐ IMPACT ☐ ACES HIGH

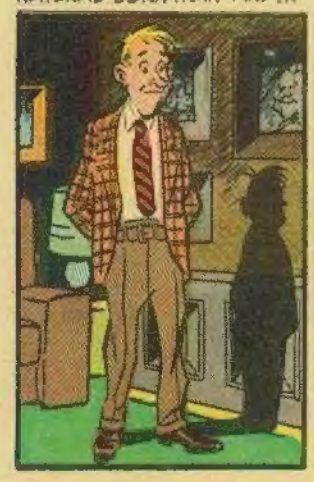
☐ VALOR ☐ PANIC

☐ EXTRA ☐ PIRACY ☐ WEIRD SCIENCE-FANTASY

Mad, May, 1955—Vol. 1, No. 23. Published Monthly by Educational Comics, Inc., at 225 Lafayette St., New York 12, N. Y. William M. Gaines, Managing Editor; Harvey Kurtzman, Editor; Marie Severin, Color Editor. Entered as second-class matter at the Post Office at New York, N. Y. Subscription, 8 issues for $1 in the U. S. Elsewhere, $1.25. Entire contents Copyrighted 1955 by Educational Comics, Inc. Unsolicited manuscripts will not be returned unless accompanied by stamped return envelope. No similarity between any of the characters, names or persons appearing in this magazine with any of those living or dead is intended, and any such similarity is purely coincidental. Printed in U.S.A.

very very
very very
very very
important
announcement
in the back
of the book!

CONSIDER, IF YOU WILL, THE IDEA OF TAKING A REGULAR NATURAL-BORN MAN AND...



...BY SOME MAGIC, SOMEHOW MAKING HIM ACT AND DRESS LIKE A MOUSE!

...A MOUSE WITH *PANTS*, THAT IS (IN THE INTERESTS OF DECENCY)! CONSIDER THAT!

CONSIDER HOW HE'D HAVE TO SKITTER AROUND THE HOUSE INSIDE THE WALLS AND LIKE THAT...

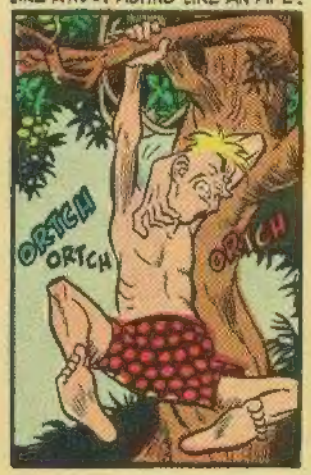
...AND CONSIDER A MAN WHO IS ACTING LIKE A DUCK WITH QUACKING INSTEAD OF TALKING!

...OR HOW'S ABOUT A MAN ACTING LIKE A RABBIT, SNIFFLING 'ROUND THE CABBAGE PATCH!

...OR HOW'S ABOUT A MAN ACTING LIKE A HOUND-DOG SCRATCHING FLEAS WITH HIS FOOT!

...OR HOW'S ABOUT A MAN ACTING LIKE A KANGAROO... WITH MAYBE A POUCH!

...I MEAN IF YOU CONSIDER IT, IT COULD GET PRETTY DOPEY... LIKE A MAN ACTING LIKE AN APE!



...OR SUPPOSEN A MAN ACTED LIKE A SKUNK... COMPLETE WITH ARMAMENT!

...THEN WHAT ABOUT IF HE ACTED LIKE AN ALLIGATOR SWIMMING AROUND A SWAMP...

...OR MAYBE A'POSSUM WITH THE CHILDREN HANGING ON LIKE BABY 'POSSUMS...

...WHICH BRINGS US TO OUR STORY...

NEWSPAPER CARTOON DEPT.! THE FOLLOWING TYPE OF STORY IS THE KIND WHERE THEY DON'T MAKE MEN ACT LIKE ANIMALS... THEY MAKE THE ANIMALS ACT LIKE MEN! NOW WHY IN THE HECK IT'S THE THING TO MAKE ANIMALS ACT LIKE MEN... AND IT AIN'T NEVER THE FASHION TO MAKE MEN ACT LIKE ANIMALS.. BEATS US.. ANYHOW..

GOPO GOSSUM!

BY JING! HERE COME LI'L OL GOPO GOSSUM BACK FROM HIS TRIP!

HOWDY, GOPO! COME ALONG AN' JOIN THE FISH-FRY!

RIGHT! WE IS FRYING A MESS OF MIGHTY FINE FISH!

HELP! HELP! CANNIBALS! HOW COME YOU FRYIN' ME? FISHES IS ANIMALS TOO!

THAT'S TRUE! BUT IT GETTIN' HARDER TO CATCH HUMAN-BEINGS ALL THE TIME!

GLMTX

COPIED RIGHT 1954 BY WALT WOOD

HEY, GOPO! WHERE IN THE WORLD YOU BEEN?

I GONE TO CONSORT WITH OUR BIG CITY COUSINS!

"CONSORT"? ... WHAT THAT?

ANY DANG FOOL KNOWS... A "CONSORT" IS WHERE A BUNCH OF MUSICIANS GETS TO-GETHER AND PLAYS HIGH-BROW MUSIC!

NLRB

HEE

NO! NO! THA'S A CONCERT!

A "CONSORT" IS WHERE IN THIS HERE FACTORY THEY GETS ALL DIFFERENT KINDS TIN-CANS AN' SORT OUT THESE CANS WITH THIS HERE MACHINE CALLED A CON SORT!

HOO BOY

THAT A GOOD ONE!

YAK

YAWK

HAW

NBC TV

HYUK

NO! NO! NO! NO! THA'S A CAN-SORT!

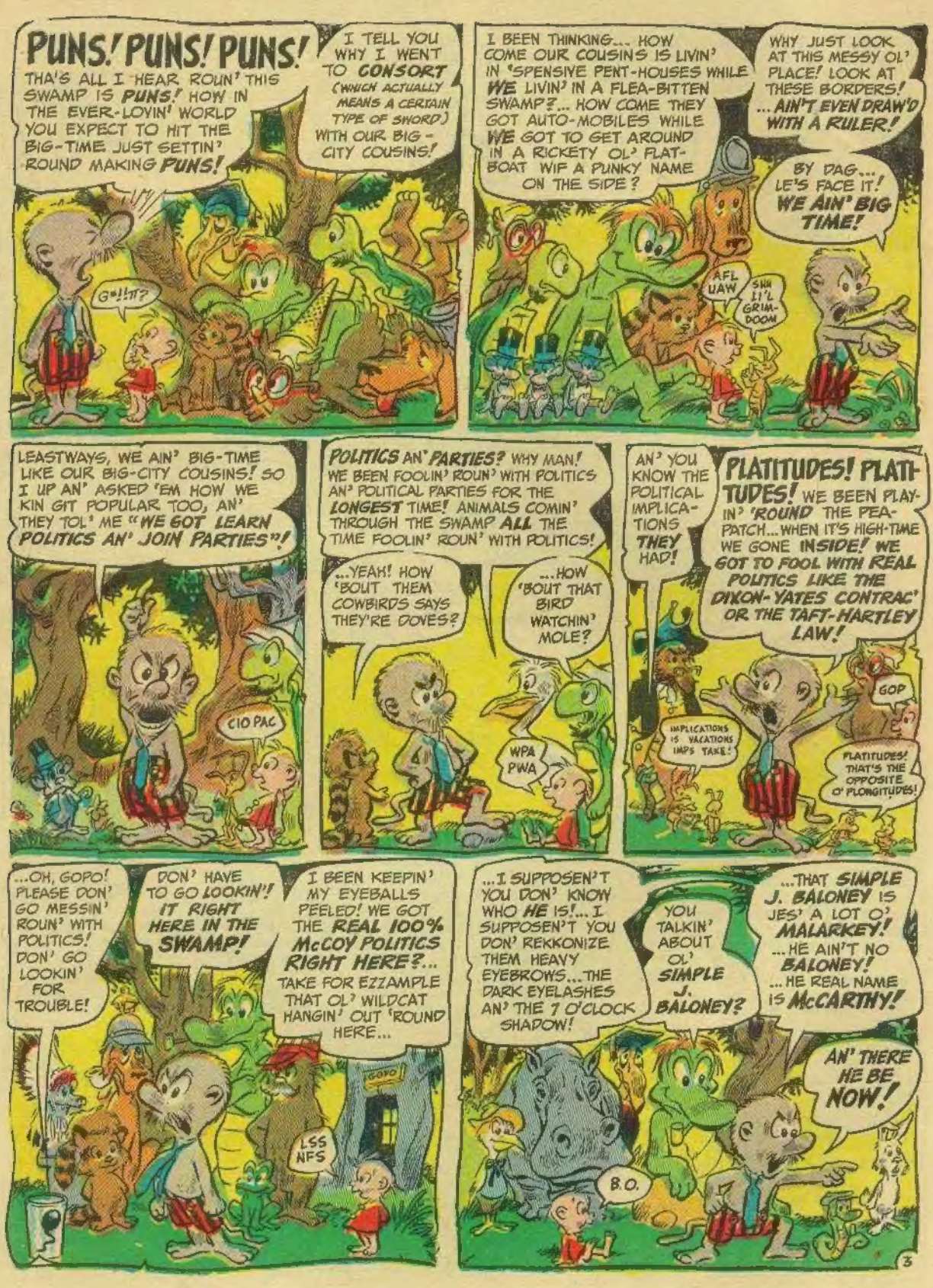
...A "CONSORT" IS WHERE THERE'S THIS FELLA NAMED "CON" WHO LOOKED UP IN THE AIR AN' SAW A FLYIN' SAUCER! AN' WHEN ANYBODY ASKED "WHO SAW THE FLYIN' SAUCER?" THEY SAID, "CON SORT!"

YAK

TWA

NO! NO! THA'S "CON-SAW IT"!

GEE! WHAT GOOD DRAWING IN THIS STRIP!


PUNS! PUNS! PUNS!
THA'S ALL I HEAR ROUN' THIS SWAMP IS PUNS! HOW IN THE EVER-LOVIN' WORLD YOU EXPECT TO HIT THE BIG-TIME JUST SETTIN' ROUND MAKING PUNS!
I TELL YOU WHY I WENT TO CONSORT (WHICH ACTUALLY MEANS A CERTAIN TYPE OF SWORD) WITH OUR BIG-CITY COUSINS!
G*!!!T?
I BEEN THINKING... HOW COME OUR COUSINS IS LIVIN' IN 'SPENSIVE PENT-HOUSES WHILE WE LIVIN' IN A FLEA-BITTEN SWAMP?... HOW COME THEY GOT AUTO-MOBILES WHILE WE GOT TO GET AROUND IN A RICKETY OL' FLAT-BOAT WIF A PUNKY NAME ON THE SIDE?
WHY JUST LOOK AT THIS MESSY OL' PLACE! LOOK AT THESE BORDERS! ... AIN'T EVEN DRAW'D WITH A RULER!
BY DAG... LE'S FACE IT! WE AIN' BIG TIME!
AFL UAW
SHH LI'L GRIM-DOOM
LEASTWAYS, WE AIN' BIG-TIME LIKE OUR BIG-CITY COUSINS! SO I UP AN' ASKED 'EM HOW WE KIN GIT POPULAR TOO, AN' THEY TOL' ME "WE GOT LEARN POLITICS AN' JOIN PARTIES"!
CIO PAC
POLITICS AN' PARTIES? WHY MAN! WE BEEN FOOLIN' ROUN' WITH POLITICS AN' POLITICAL PARTIES FOR THE LONGEST TIME! ANIMALS COMIN' THROUGH THE SWAMP ALL THE TIME FOOLIN' ROUN' WITH POLITICS!
...YEAH! HOW 'BOUT THEM COWBIRDS SAYS THEY'RE DOVES?
...HOW 'BOUT THAT BIRD WATCHIN' MOLE?
WPA PWA
AN' YOU KNOW THE POLITICAL IMPLICATIONS THEY HAD!
PLATITUDES! PLATITUDES! WE BEEN PLAYIN' 'ROUND THE PEA-PATCH... WHEN IT'S HIGH-TIME WE GONE INSIDE! WE GOT TO FOOL WITH REAL POLITICS LIKE THE DIXON-YATES CONTRAC' OR THE TAFT-HARTLEY LAW!
GOP
IMPLICATIONS IS VACATIONS IMPS TAKE!
PLATITUDES! THAT'S THE OPPOSITE O' PLONGITUDES!
...OH, GOPO! PLEASE DON' GO MESSIN' ROUN' WITH POLITICS! DON' GO LOOKIN' FOR TROUBLE!
DON' HAVE TO GO LOOKIN'! IT RIGHT HERE IN THE SWAMP!
I BEEN KEEPIN' MY EYEBALLS PEELED! WE GOT THE REAL 100% McCOY POLITICS RIGHT HERE?... TAKE FOR EZZAMPLE THAT OL' WILDCAT HANGIN' OUT 'ROUND HERE...
GOPO
LSS NFS
...I SUPPOSEN'T YOU DON' KNOW WHO HE IS!... I SUPPOSEN'T YOU DON' REKKONIZE THEM HEAVY EYEBROWS... THE DARK EYELASHES AN' THE 7 O'CLOCK SHADOW!
YOU TALKIN' ABOUT OL' SIMPLE J. BALONEY?
...THAT SIMPLE J. BALONEY IS JES' A LOT O' MALARKEY! ...HE AIN'T NO BALONEY! ...HE REAL NAME IS McCARTHY!
AN' THERE HE BE NOW!
B.O.

BY JING... YOU RIGHT, GOPO! ... HE LOOK ZACKLY LIKE McCARTHY!
How you hurt your elbow, bwah?
...WHY FROM SHAKIN' HANDS! YESSIR, I WAS SO NERVOUS AND MY HANDS WAS SHAKIN' SO THAT I MISSED HIM WITH THE FIST BUT CAUGHT HIM WITH THE ELBOW!
WE BEEN FLIM-FLAMMED!
QUEEG
WE'LL GET UP A PETITION 'GAINST THAT OL' WILDCAT!
Look like they don' like you, son!
...'COURSE THEY DON'T! THAT'S 'CAUSE I'M A UGLY OL' WILDCAT! OH WHY COULDN'TA I BEEN DRAWN A LOVEABLE LITTLE FLOPITTY RABBIT LIKE THEM!
JOE MUS' GO!
...OR WHY COULDN' I EVEN HAVE SOME RESPECTABLE OLD-ENGLISH LETTERING LIKE YOU!
FDRJR
NOW HOL' ON EVERYBODY AFORE YOU GO A-HOOTIN' AND A-HOLLERIN' IT UP, I BEEN GIVIN' CAREFUL CONSIDERATION TO THIS WHOLE PROBLEM SINCE I BEEN LOOKIN' INTO POLITICS...
HST
PLEASE PLEASE GOPO! DON' GO MESSIN' ROUN' WITH POLITICS!
...AN' IT'S ALL VERY CLEAR TO ME THAT THE DOCTRINE OF STATES RIGHT EXPLAINS THIS WHOLE BLAMED THING! AS ANY FOOL CAN SEE, THE STATE LIKE THE INDIVIDUAL RESERVES SOVEREIGNTY...
SPLOOSH!
Potrzebie
SEWER OUTLET
...TO A CERTAIN DEGREE, AN' AS A RESULT IS INDEPENDENT OF FEDERAL LAW IN SOME CIRCUMSTANCES WHICH BRINGS ME TO MY MAIN POINT WHICH IS...
... IT WAS PUFFIKLY LEGAL TO FIRE ON FORT SUMTER!
SPCA
BY JING THAT'S THE TRUTH!
TELL 'EM, GOPO!
NOW DON'T GET CUTE! DON'T... DON'T GET CUTE WITH ME! IT'S VERY CLEAR WHAT YOU'RE UP TO!... IT'S VERY CLEAR THAT BY GETTING CUTE, BY FALLING IN WATER, ETC., AND ACTING CUTE, YOU SNEAK ACROSS YOUR SENILE IDEAS...
YOU DON'T FOOL ME!... YOU DON'T FOOL ME FOR A MINUTE! YOU'RE ALL DEMOCRATS! YOU DON'T FOOL ME, MISTER!
ZWICKR
... TALKS JES' LIKE 'BOB AN' RAY!
NAME CALLING! NAME CALLING!
...OH NO! OH NO DON'T PULL THAT ON ME!... YOU'RE ALL A BUNCH OF SOUTHERNERS! IT'S PLAIN BY YOUR ACCENTS YOU'RE A BUNCH OF SOUTHERNERS! A BUNCH OF SOLID-SOUTH DEMOCRATS! SENILE DEMOCRATS!
DIS-RE-SPECT!
DIS-RESPECT!
CENSURE! CENSURE!
CIA
BOY WHAT GOOD DRAWING! NOT LIKE COMIC-BOOK TRASH!

Hol' on, men! Ain't you read the papers last election? ...Ain't no more solid south! You is split wide open!
HE TALK MIGHTY FINE!
AIN'T IT GRAND THE WAY THE LETTERING IS!
RIGHT! ALL REPUBLI-CANS OVER HERE, BY DANG!
10,000,000 U.S. RED-BLOOD-ED BOYS FOR McCARTHY! SIGN PETITIONS!
AIN' BUT 3 DOZEN IN THE WHOLE SWAMP!
TVA
...Then again... all this foolishness done bust the Republican party wide open too!
HOORAW!!
SAY IT PURTY, MAN!
SNAP THEM GALUSES!
LIBERAL REPUB-LICANS BACK! BACK!
INDEPENDENTS TOO!
PLEASE! EVERYBODY PLEASE DON' GO MESSIN' ROUN' WITH POLITICS!
VEEP
...Then there's the talk about a third party!
BY NEDDY-DINGO! THIRD PARTY! OVER HERE!
AAAAAAAA!
SONCHAKANNONDA!
PARTY GOING TO CAMP NIT-GE-DI-GET... OVER HERE!
PDQ
HOOP! HOOP! WE IS BUSTED INTO A MESS O' PARTIES!
RIGHT! ...EACH PARTY GOT ONE MEMBER!
MY PARTY DOUBLED! WE GET TWO MEMBERS!
AN' MY PARTY'S THE BEST!
NO MINE!
MINE!
WAIT! YOU AIN'T HEARD THE WORST!
DOA
YOU AIN'T HEARD ALL WHAT'S BEEN GOIN' ON IN THE SWAMP!
...I SUPPOSENT YOU DON' REKKONIZE WHO ALPHONSE ALLIGATOR LOOK LIKE!
BY DING! IT AKCHOOLY WINSTON CHURCH-MOUSE!
NATO
WE IS INFIL-TRATED WITH THEM CARICATURES!
...AN' I SUPPOSENT YOU DON' REKKONIZE WHO TIDELAND OWL LOOK LIKE!
BY DONG! IT MARSH-LAND TITO!
IWW
HIM TOO! I THOUGHT HE BEHIN' THE OL' IRON WINDOW-SHADE!
...AN' I SUPPOSENT YOU DON' REKKONIZE WHO OL' TORTOISE LOOK LIKE!
BY KLINK! IT MENDUP FRANCE!
MILK
.4

...AN' OL' CORKY PORCUPINE IS WATERHOLE NEHRU!
UNESCO
...AN' OL' BLOOD-HOUND IS CHANGE-KI-CHECK!
AVG
...AN' YOUNG RACKLEDY COON IS CHEW-AN-PLAY!
...AN MOUSE IS GEORGIA MELLON-COUGH!
CCCP
½X/H₂O
MY GOODNESS! LOOK OUT THERE! ISN'T THAT WHERE OUR COUSINS LIVE IN THE OKEEKEEFOONIE SWAMP?
I THINK IT IS! WHAT IN HEAVEN'S NAME COULD HAVE HAPPENED?
I TOL' 'EM NOT TO MESS AROUN'... PUFF... AND NOW THEY GONE... PUFF... THEY DONE BLOWED EACH OTHER UP... PUFF... AND IT ALL YOUR FAULT... PUFF! YOU TOL' GOPO WE COULD BE POPULAR AN' SUCCESSFUL LIKE YOU IF WE LEARNED POLITICS AND JOINED A PARTY YOU SAID!
UGH! UH!
LEARN POLITICS AND JOIN A PARTY? MERCY NO! THAT'S THE KISS OF DEATH! WE DIDN'T TELL HIM THAT!
WE TOLD HIM TO LEARN PARLOR-TRICKS AND JOIN A PARTY!... WHAT BETTER WAY CAN YOU BECOME POPULAR THEN BY GOING TO PARTIES AND DOING PARLOR TRICKS?
IT'S DARNOLD DUCK'S FAULT! IT'S A WONDER ANYBODY CAN UNDER-STAND HIM WHEN HE TALKS!
TSK TSK! ALL THE SWAMP FOLKS GONE! AN' IT WAS SUCH GOOD DRAWING TOO!

MAD MUMBLINGS

Dear Editors:

The plans illustrated in MAD #19 for a veeblefetzer are very interesting. But one thing puzzles me. Does the veeblefetzer described really letz veebles?—Willie Stein—(no address given)

...Your furshlugginer magazine is the best for do-it-yourself articles. The one on the veeblefetzer was top-drawer material. As I was looking through an old Erector Set the other day, I found an old left-handed veeblefetzer. The only trouble was that the throttle arm was caked with Mahtosh. Do you think that I could clean it with some good-old Grocket Farsmellnik?—Jules Fisher—Norristown, Pa.

...My mom's fine.—Ed—(no address given)

...If you take the chronological corresponding numercial value of Potrzebie with A equal to 1, B to 2, C to 3, etc., Potrzebie adds up to 116. And if you subtract 9, which is the number of letters in Potrzebie, you get 107. This is how many times I've kicked myself for reading your furshlugginer magazine.—MAD Mathematics Major of Farshimmelt Tech.

...Referring to the #19 issue, the Puzzle Pages, best send your proofreader back to Buster Brown comics because in "What's Wrong With This Picture #19," it is the 126th and 127th that is two-headed.—Vermine P. Sneaker—Vladivostock, Siberia—P. S. Got my latest issue ripped to shreads in its "strong manila envelope".

...What ever happened to the "strong manila envelopes" MAD used to come in. They now come in weak manila envelopes.—Vic Schwartz—New York, N.Y.

...My upper plate nearly fell out when I glommed that in issue #19, you had Einstein's equation written as $m = \frac{mo}{v)\ 1 - (v^2/c^2)}$ First of all, it is not Einstein's equation, rather it is a consequence of the Lorentz Transformation. However, Einstein used this value for m in the equation $E = m\ c^2$, which leads me to my second point. The correct equation should read $m = \frac{mo}{[1 - (v^2/c^2)]^{1/2}}$ and not the way you printed it. Thirdly, this equation makes absolutely no reference to increase or decrease of size.—Jack Richlin—Purdue U., Ind.

...In matters not conducive to modern expotential hieroglyphics, one would necessarily, if he be in a circumspective frame of transcendental rationality, find it irrevocable that one, through pertinacity, ought to have the accendancy to imbibe knowledge in order to attain the sapience abrogated by such a status. If this is punctilious, such an entity would be abrogated and therefore could not exist. But due to man's lack of perception in these impending phenomena, we can perceive that the direct resultant is a fortuitous happening, stemming directly from the determinant. The ineptitude of the Homo-Sapien to contest such a pussiant force, as is the matter of such a hyperphysical power that is directly correlated to clairvoyance and metaphysics, can be expressed in the formula: $E^2 + \frac{(M^3)}{(-\sqrt{-C+M})3}$ = ONE MEATBALL.—Charles Schramm—Long Island City, N. Y.

...From looking at your cover on issue #19, I gather that you didn't know that a race-horse is only allowed 14 letters for his name.—Richard Burns—Kingston, N. Y.

...Never let yourself come to the point that you feel your "new-trend" comics have had no effects on the American scene. Several of my fellow students here at the University of Kentucky have been requested by their English instructors to write themes on two subjects: Horror mags in general and MAD in particular. Don't give up the ghost.—Bill Tully—Lexington, Ky.

...In your attempt to satirize the Super Market, I think you have done the industry an injustice. I do not find the experience of your character, Mr. Sturdley, in SUPERMARKET, (MAD #19) really funny, because it does not reflect the truth. Let me give you a few facts. The Super Market started to serve the American public at the beginning of the depression when pennies meant so much to the average family. The Super Market opened up in old barns, in abandoned factories and garages, and gave our hard-pressed American people an opportunity to save in those days anywhere from 20% to 30% on their food. In the intervening years, the Super Market continued to grow. The old barns in which they originally opened up with shabby fixtures and barn-like atmosphere, soon disappeared. Super Market operators gave Mrs. Consumer beautiful markets, shopping conveniences, a tremendous assortment of foods at the lowest possible price. They catered to her every possible whim and wish and looked out for her welfare by making the market a wonderful place for her to buy, while actually saving on her food dollars. Mrs. Consumer liked these markets so much that she kept coming in more frequently and in greater number. Today there are something like 341,000 retail food stores in America. There are only about 18,000 Super Markets in the United States. Representing about 5% of all the retail food stores, these Super Markets now serve America with over 50% of its foods. And in serving America with its foods, the Super Market is saving the consuming public at least 10% on her food dollar purchases. Not alone that, but the Super Markets maintain competition to the lowest price level. Each year, Mrs. Consumer saves approximately 2 billion or more dollars on her food bill which she uses to buy other necessities. So you can see the Super Market is rendering a very definite and distinct service to the American public. The imagination used in your comic strip conveys the impression to your readers that the Super Market should be the last place that one should patronize. And you end up by having your hero go back to Mr. Furd's grocery store where the customer can "squeeze the rolls to see if they're fresh." What you are asking is that they go back, virtually, to the gaslight era. I do not mean that the corner grocer has no place in food retailing; but if he has not emulated the Super Market in introducing the new efficiencies and economies that have developed, he is not rendering a service to the public. We believe you have been unfair to a great industry which has served the public well, and it would be only just to present the Super Market to your readers in the proper light.—M. M. Zimmerman, publisher Super Market Merchandising—New York, N. Y.

Advertisement

Write us more. We're lonely. *No more subscriptions though.* For explanation, turn to last page for vital message. Our address, as ever, is:

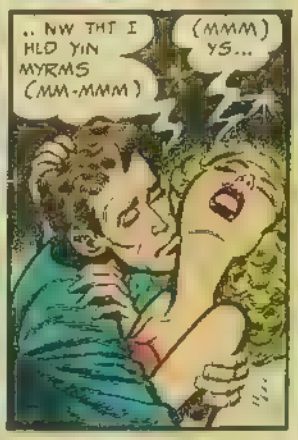
MAD Editors
Dept. 23, Room 706
225 Lafayette Street
New York 12, N. Y.

CLICHE DEPT.: SAY... YOU KNOW HOW IN MOVIES, T.V., ETC., YOU GET TO SEEING THE SAME IDEA THE SAME SCENE OVER AND OVER AGAIN?.. AND YOU KNOW HOW YOU WISH THEY DID SOMETHING DIFFERENT FOR A CHANGE? THAT'S *THIS* FEATURE! FIRST WE'RE GOING TO SHOW SCENES WE ALWAYS SEE! THEN WE SHOW THEM AGAIN WITH LITTLE NAUSEATING CHANGES SO THEY'RE..

SCENES WE'D... LIKE TO SEE!

FORINSTANCE, TAKE PEOPLE KISSING!.. DID YOU EVER SEE PEOPLE WHO WERE KISSING?.. I MEAN REAL NECKING KISSING? AFTER REAL NECKING KISSING, IT LOOKS LIKE YOU JUST BEEN HIT IN THE MOUTH WITH A ROTTEN TOMATO! BUT DO THEY SHOW IT THAT WAY IN MOVIES? NEVER! WHAT THEY DO IS THEY HAVE THIS GORGEOUS BLONDE, PERFECT IN EVERY DETAIL, AND... WELL, ON THIS HALF OF THE PAGE IS WHAT HAPPENS IN THE ***KISSING SCENE...***

...AND HERE'S THE KISSING-SCENE THE WAY WE'D LIKE TO SEE IT!



...THEN HOW'S ABOUT THE FENCING-SCENE!... HERE'S THIS DIRTY-RAT COUNT... OR DUKE...OR WICKED-UNCLE MAYBE, IN THE OLD-EN DAYS, WHO WINS THROUGH THE WHOLE PICTURE! BUT IN THE END THE HERO ESCAPES FROM THE DUN-GEON AND FREES THE PEASANTS WHO STORM THE CASTLE AND OVERPOWER THE BAD SOLDIERS! MEANWHILE THE HERO CLIMBS THROUGH THE WINDOW TO RESCUE THE GIRL, A GORGEOUS BLONDE, WHERE HE COMES FACE TO FACE WITH THE BAD GUY IN A ROOM WITH PLENTY OF STEPS AND STUFF TO DUEL AROUND ON! SO HERE GOES THE FENCING-SCENE...
SNIRDINGBASH! DRAW YOUR SWORD!
LANCE STERLING!
RASH YOUNG SCHVEINHUNT! DON'T YOU KNOW I'M THE BEST SWORDSMAN IN EUROPE?
EN GARDE!
KLINK FLINK
OOPS!
TRIP!
NOW I'LL TEACH YOU!
...WHAT A DIRTY FIGHTER! NO TRIPPING IS ALLOWED IN FENCING
BACK, SNIRDINGBASH!...YOU HAVE NOT TOUCHED ME! BACK, SNIRDINGBASH!...YOU HAVE A WORTHY OPPONENT! BACK, SNIRDINGBASH! YOU HAVE BAD BREATH!
PING
NOW I'LL TEACH YOU!
..WHAT A NO-GOODNICK! I SEE HOW HIS SWORD IS A FOOT LONGER THAN MINE!
CLASH
CLASH
CLASH
NOW COMES PART, SNIRDINGBASH, WHERE I HIT SWORD IN SUCH A WAY IT FLIES OUT OF YOUR HAND (HEAVEN KNOWS HOW)!
EEK!
WHAM
SNIVEL! SNIVEL! SNIVEL! SNIVEL!
STOP SNIVELING YOU COWARD! I WOULDN'T KILL A DEFENSELESS MAN... NOT IN PUBLIC ANYHOW!
PICK UP YOUR SWORD!
NOW I'LL TEACH YOU!
SNIRDINGBASH, YOU POOR FOOL NOGOODNICK... IT'S NO USE!
PING
CLASH
PANG!
..TRUE YOU ARE NIMBLE!... TRUE YOU ARE QUICK! ...TRUE YOU'VE HAD MORE PRACTICE! ...BUT LET'S FACE IT I'VE HAD CLEAN LIVING!
AND NOW I POISE... AND NOW I THRUST HOME!
PIUNG!
UGH! HE GOT ME UN-ERRING-LY IN THE SWORD FINGER!
DARLING! IT'S TAKEN YEARS TO RESCUE YOU... NOW THAT WE'RE TOGETHER, TELL ME, WHAT'S YOUR NAME?

...AND HERE'S THE FENCING-SCENE THE WAY WE'D LIKE TO SEE IT!
SNIRDINGBASH! DRAW YOUR SWORD!
LANCE STERLING!
RASH YOUNG SCHVENHUNT! DON'T YOU KNOW I'M THE BEST SWORDSMAN IN EUROPE?
EN GARDE!
KLINK TLINK
OOPS!
NOW I'LL TEACH YOU!
...WHAT A DIRTY FIGHTER! NO TRIPPING IS ALLOWED IN FENCING!
BACK, SNIRDINGBASH!... YOU HAVE NOT TOUCHED ME! BACK, SNIRDINGBASH!... YOU HAVE A WORTHY OPPONENT! BACK, SNIRDINGBASH!... YOU HAVE BAD BREATH!
ZING
NOW I'LL TEACH YOU!
...WHAT A NO-GOODNICK! I SEE HOW HIS SWORD IS A FOOT LONGER THAN MINE!
CLASH
NOW COMES PART, SNIRDINGBASH, WHERE I HIT SWORD IN SUCH A WAY IT FLIES OUT OF YOUR HAND (HEAVEN KNOWS HOW)!
EEK!
WAK
SNIVEL! SNIVEL! SNIVEL! SNIVEL!
STOP SNIVELING, YOU COWARD! I WOULDN'T KILL A DEFENSELESS MAN... NOT IN PUBLIC ANYHOW!
PICK UP YOUR SWORD!
NOW I'LL TEACH YOU!
SNIRDINGBASH, YOU POOR FOOL NOGOODNICK... IT'S NO USE!
PING
NG
CLASH
CLANK
TRUE YOU ARE NIMBLE!... TRUE YOU ARE QUICK! TRUE YOU'VE HAD MORE PRACTICE! BUT LET'S FACE IT... I'VE HAD CLEAN LIVING!
NOW I POSE AND NOW I THRUST HOME
PTUNG!
DON'T GIVE ME ANY OF THAT CLEAN-LIVING BOLONEY!
DIDN'T I TELL YOU I WAS THE BEST SWORDSMAN IN EUROPE?
BLEED

...THEN HOW'S ABOUT THE *SURROUNDED-FORT* SCENE! HERE'S THIS FORT, SEE? ...SURROUNDED BY INDIANS, SEE? HORRIBLE, NAUSEATING INDIANS! INSIDE ARE THE COURAGEOUS SETTLERS AND A GORGEOUS BLONDE COLONEL'S DAUGHTER...SEE? TIME AND TIME AGAIN, MESSENGERS HAVE TRIED TO GET THROUGH TO THE ARMY GARRISON FOR HELP AND HAVE FAILED! FINALLY, THE HERO, LANCE STERLING TAKES A CRACK AT IT! WILL HE DO IT? WILL HE GET THROUGH? WILL HE REACH THE ARMY?... ARE YOU KIDDING? OF COURSE HE WILL! ANYHOW, HERE'S THE WAY THE *SURROUNDED-FORT* SCENE GOES...

HE'LL NEVER MAKE IT!... HE'LL NEVER MAKE IT! HE'S TRYING TO CLIMB INTO HIS SADDLE AND HE'LL NEVER MAKE IT!

LANCE STERLING WILL GET THROUGH!

.. NERVES!

THE INJUNS ARE COMING CLOSER AND THERE GOES OUR LAST BULLET! WE'RE OUT OF AMMUNITION!

WELL THEN LET'S FIX BAYONETS!

BANG!

AT A TIME LIKE THIS?

..WE'VE GOT TO HOLD THEM OFF! YOU SEE...

... LANCE STERLING WILL GET THROUGH!

ALL OUR FIXED BAYONETS ARE BROKEN AND UNLESS WE UNFIX THE FIXED AND FIX 'EM... *WE'LL* BE IN A FIX!

WELL THEN LET'S USE OUR BUTTS!

NOT THOSE, YOU IDIOTS! ... WE'VE GOT TO HOLD 'EM OFF A LITTLE LONGER!

...LANCE STERLING WILL GET THROUGH!

THERE GOES THE LAST RIFLE-BUTT!... NOW WHAT DO WE DO?

CLENCH YOUR HANDS AND FIST-FIGHT!

USING FOUL PUNCHES ALLOWED?

I TH NK WE OUGHT TO MAKE FINGERS ... FINS!

...LANCE STERLING WILL GET THROUGH!

NO! .WE'LL HOLD THEM OFF!

WE'VE WORN OUR FISTS OUT! ONLY THING 'LEFT IS TO SWEAR!

YOU KNOW... I'M BEGINNING TO THINK LANCE STERLING WON'T GET THROUGH!

... WHAT'S THAT OUT THERE?

...THAT CLOUD OF DUST! ...THOSE THUDERING HOOF-BEATS!... THAT BODY OF HORSEMEN IN THE DISTANCE!... YOU KNOW WHAT THAT MEANS?

...THE CAVALRY!

..LANCE STERLING GOT THROUGH!

POOM
BLAM
POOM
BLLAM
BADA-BAM
RATATAT
BLAM

LANCE STERLING! I KNEW YOU'D GET THROUGH!

...I *HAD* TO GET THROUGH... BACK TO MY DARLING ...BACK TO WHISPER FERVENTLY... WHAT'S YOUR NAME?

...NOW HERE'S THE SURROUNDED-FORT SCENE THE WAY WE'D LIKE TO SEE IT!

HE'LL NEVER MAKE IT! HE'LL NEVER MAKE IT! HE'S TRYING TO CLIMB INTO HIS SADDLE AND HE'LL NEVER MAKE IT!

LANCE STERLING WILL GET THROUGH

NERVES!

THE INJUNS ARE COMING CLOSER AND THERE GOES OUR LAST BULLET! WE'RE OUT OF AMMUNITION!

WELL THEN LET'S FIX BAYONETS!

AT A TIME LIKE THIS?

WE'VE GOT TO HOLD THEM OFF! YOU SEE ..

... LANCE STERLING WILL GET THROUGH!

ALL OUR FIXED BAYONETS ARE BROKEN AND UNLESS WE UNFIX THE FIXED AND FIX 'EM... WE'LL BE IN A FIX!

WELL THEN LET'S USE OUR BUTTS!

NOT THOSE, YOU IDIOTS! ... WE'VE GOT TO HOLD 'EM OFF A LITTLE LONGER!

...LANCE STERLING WILL GET THROUGH!

THERE GOES THE LAST RIFLE-BUTT!... NOW WHAT DO WE DO?

CLENCH YOUR HANDS AND FIST-FIGHT!

USING FOUL PUNCHES ALLOWED?

I THINK WE OUGHT TO MAKE FINGERS FINS!

.. LANCE STERLING WILL GET THROUGH!

NO., WE'LL HOLD THEM OFF!

WE'VE WORN OUR FISTS OUT! ONLY THING LEFT IS TO SWEAR!

YOU KNOW I'M BEGINNING TO THINK LANCE STERLING WON'T GET THROUGH.

... WHAT'S THAT OUT THERE?

...THAT CLOUD OF DUST! ...THOSE THUDERING HOOF-BEATS!... THAT BODY OF HORSEMEN IN THE DISTANCE!... YOU KNOW WHAT THAT MEANS?

... THE CAVALRY!

...LANCE STERLING GOT THROUGH!

POOM
DADA-BAM
RATATAT
BLAM

... THAT CLOUD OF DUST! THOSE THUNDERING HOOF-BEATS!, THAT BODY OF HORSEMEN IN THE DISTANCE!, YOU KNOW WHAT THAT MEANT?

. MORE INDIANS

...LANCE STERLING DIDN'T GET THROUGH!

...NEXT, HOW'S ABOUT THE *ESCAPE-FROM-THE-NAZIS* SCENE!... YOU KNOW!... THIS O.S.S. AGENT PARACHUTES INTO FRANCE!... CONTACTS FRENCH UNDERGROUND AGENT, A GORGEOUS BRUNETTE! ...THEY GOT THIS HERE OLD NUCLEAR PHYSIOST THEY'VE GOT TO SMUGGLE OUT SO'S THE NAZIS WON'T LEARN THE SECRET OF THE ATOM BOMB AND WIN WAR BEFORE WE DO! FOLLOW? SO THIS SCENE IS CLIMAX WHERE BRITISH PLANE IS LANDING IN SECRET COW-PASTURE AND O.S.S. MAN, NUCLEAR PHYSICIST, AND GORGEOUS BRUNETTE SQUOOSH TO MEET IT... THE *ESCAPE-FROM-THE NAZIS* SCENE!

LANCE STERLING! ARE YOU SURE THE PLANE WILL MEET US?

IT HAS ALL BEEN CAREFULLY TIMED...

UH-OH! I PERCEIVE A GUARD STROLLING IN OUR DIRECTION!... OR TO PUT IT SIMPLY... *CHICKEE!*

...GUESS I'LL HAVE TO USE A SPECIAL COMMANDO TACTIC!

RUN FOR THE COW PASTURE!

...THERE! A SHARP LIGHT BLOW ON A SPECIAL PART OF THE HEAD KILLS THE VICTIM INSTANTLY!

.. SO FAR, SO GOOD! THE TIMING IS PERFECT! TIMING IS THE MOST IMPORTANT!

TAP!

UH-OH! CHICKEE AGAIN! THIS TIME *TWO* GUARDS NEAR WHERE PLANE'S GOTTA LAND! HERE GOES ANOTHER COMMANDO TACTIC!

KEEP RUNNING!

...THERE! GENTLE TUGS IN A SPECIAL WAY SNAP THE SPINES!

WE'VE GOT TO TIME THIS TIMING PERFECT!

UH-OH! STANDING RIGHT WHERE THE PLANE HAS TO LAND... THREE NAZI GUARDS! THROUGH THE WHOLE PICTURE WE DON'T SEE A SINGLE NAZI GUARD! NOW JUST BECAUSE THE PICTURE'S ENDING, THEY'RE ALL OVER!

HERE GOES MORE TACTICS!

THERE COMES THE PLANE!

... SHORT POKES IN THE RIBS IN A SPECIAL WAY. THE GUARDS DIE FROM LAUGHING!

REMEMBER... TIMING! TIMING! TIMING!

UH-OH! THERE IN THE SHADOWS! I THINK I SEE MORE GUARDS! QUICK, PROFESSOR... GET ON THE PLANE WHILE I DO A COMMANDO TACTIC!

A BEAR HUG!

FRESH!

OOPS! SURE IS DARK! QUICK, PROFESSOR! THERE'S JUST THE RIGHT TIMING FOR YOU TO GET INTO THE PLANE AND FOR US TO HOLD OFF THE NAZIS!

AU REVOIR! DON'T CALL ME! I'LL CALL YOU!

BLAM BANG BA DOW BING AK BOOM AK AK

THERE HE GOES!... IT'S TAKEN MONTHS TO GET THE PROFESSOR OUT BUT HE'S SAFE NOW AND OUR SIDE WILL WIN THE WAR! AND NOW THAT I THINK BACK TO THE MANY MONTHS YOU WERE BY THE SIDE OF ME AND THE PROFESSOR, I CAN ONLY ASK YOU ONE THING, DARLING... WHAT'S HIS NAME?

...HERE NOW THE ESCAPE-FROM-THE NAZIS SCENE THE WAY WE'D LIKE TO SEE IT!

LANCE STERLING! ARE YOU SURE THE PLANE WILL MEET US?
IT HAS ALL CAREFULLY TIMED...

UH-OH! I PERCEIVE A GUARD STROLLING IN OUR DIRECT ON!...OR TO PUT IT SIMPLY... CHICKEE!
..GUESS I'LL HAVE TO USE A SPECIAL COMMANDO TACTIC!

RUN FOR THE COW PASTURE!
THERE! A SHARP LIGHT BLOW ON A SPECIAL PART OF THE HEAD KILLS THE VICTIM INSTANTLY!
...SO FAR SO GOOD! THE TIMING IS PERFECT! TIMING IS THE MOST IMPORTANT!
TAP!

UH-OH! CHICKEE AGAIN! THIS TIME TWO GUARDS NEAR WHERE PLANE'S GOTTA LAND! HERE GOES ANOTHER COMMANDO TACTIC!

KEEP RUNNING!
..THERE! GENTLE TUGS IN A SPECIAL WAY SNAP THE SPINES!
WE'VE GOT TO TIME THIS TIMING PERFECT!

UH-OH! STANDING RIGHT WHERE THE PLANE HAS TO LAND... THREE NAZI GUARDS! THROUGH THE WHOLE PICTURE WE DON'T SEE A SINGLE NAZI GUARD! NOW JUST BECAUSE THE PICTURE IS ENDING, THEY'RE ALL OVER!
HERE GOES MORE TACTICS

THERE COMES THE PLANE!
.. SHORT POKES IN THE RIBS IN A SPECIAL WAY THE GUARDS DIE FROM LAUGHING!
REMEMBER.. TIMING! TIMING!

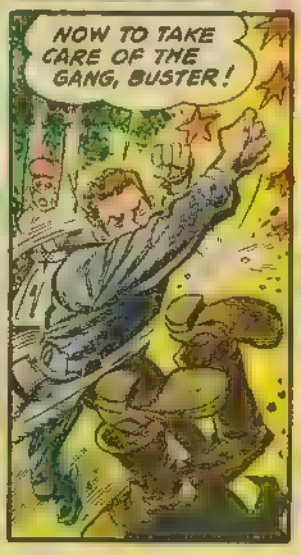
UH-OH! THERE IN THE SHADOWS! I THINK I SEE MORE GUARDS QUICK, PROFESSOR ..GET ON THE PLANE WHILE I DO A COMMANDO TACTIC!
A BEAR HUG
FRESH!

OOPS! SURE IS DARK! QUICK, PROFESSOR! THERE'S JUST THE RIGHT TIMING FOR YOU TO GET INTO THE PLANE AND FOR US TO HOLD OFF THE NAZIS
AU REVOIR! DON'T CALL ME! I'LL CALL YOU!

BLAM
BANG
BA DOW
BING
BOOM
AK AK
AK AK

..SO COULD I HELP IT IF MY WATCH WAS SLOW?

LISTEN!... MAYBE YOU AIN'T SEEN ANY OF WHAT WE'RE TALKING ABOUT! ...BUT THIS NEXT SCENE, WE GUARANTEE!.. HOW'S ABOUT THE SCENE ALWAYS AT THE END OF THE DETECTIVE PICTURE WHERE THE GOOD GUY, SNOOPING AROUND WITH HIS GIRL A GORGEOUS RED-HEAD... IS CAUGHT BY THE BAD GUYS! SO NOW THEY'RE GETTING READY TO BUMP HIM OFF! YOU DON'T KNOW WHO THE MAIN CROOK IS... YOU DON'T KNOW THE MOTIVES... THEY'RE GETTING READY TO BUMP HIM OFF! NATURALLY... THIS IS WHAT HAPPENS... IN THE ABOUT-TO-BUMP-HIM-OFF SCENE...
LANCE STERLING, YOU'VE SNOOPED A LITTLE TOO FAR: NOW YOU'RE GONNA GET IT!
WAIT A MINUTE, GWATHMEY!
WHY WAIT? HE KNOWS OUR HIDEOUT! IT'S ABSOLUTELY ESSENTIAL THAT WE GET RID OF HIM!
STUPID FOOL! SCHVENHUNT! WANNA PIN A MURDER RAP ON US? TAKE 'EM INTO THE WOODS!
...THAT WAY YOU'LL ONLY PIN MURDER RAP ON YOURSELF! THEN YOU CAN HIDE THE BODIES!
O.K. YOU TWO! MARCH OUTSIDE TO THOSE WOODS AND THERE YOU'RE REALLY GONNA GET IT!
WAIT!
STOP HERE BY THE ABANDONED QUARRY NOW YOU'RE REALLY REALLY GONNA GET IT... READY SET... G.
BEFORE YOU KILL US, TELL ME JUST ONE THING!... WHY WAS JOE FURD KILLED.. HOW BIG IS YOUR GANG... AND WHO IS THE BIG BOSS?
..SURE! ... WHY NOT!
...YOU WON'T LIVE TO TELL THE POLICE ANYHOW!
YOU SEE. JOE FURD KNEW TOO MUCH!.. HE WAS AN INNOCENT POST-OFFICE CLERK WHO ACCIDENTALLY INSPECTED A PACKAGE CONTAINING A KEY TO A LOCKER IN GRAND CENTRAL STATION! THIS LOCKER CONTAINED A FORTUNE IN JEWELS THAT ALL OF GANGLAND WAS AFTER! A TERRIFIC GANG WAR ENSUED THEREAFTER, AND THE GEMS WOUND UP IN THE FAR EAST, STOLEN BY AN INTERNATIONAL GANG!
...FOR YOU SEE, THESE GEMS WERE IN REALITY THE CROWN JEWELS OF THE SMALL BALTIC KINGDOM OF GOOMBAHVIA WOULD FALL! WE HAD TO KEEP THESE JEWELS FROM GOOMBAHVIA BECAUSE THE HIGHER UPS WOULD PROFIT FROM THE FALL OF GOOMBAHVIA! YOU SEE GOOMBAHVIA HOLDS A VERY STRATEGIC POSITION, CONTAINING THE GREATEST SUPPLY OF URANIUM IN THE WORLD
...THAT'S WHY OUR BOSS IS AFTER GOOMBAHVIA! FOR WITH GOOMBAHVIA GONE, THE REST OF THE BALTIC NATIONS WOULD FALL IN LINE AND SOON ALL OF EUROPE AND THE REST OF THE WORLD! AND NOW I'LL TELL YOU WHO THE BIG BOSS IS! WHY NOT?... EVEN THOUGH YOU'RE TAKING SHORT-HAND NOTES, YOU WON'T LIVE TO TELL THE POLICE ANYHOW! ... YES YOU GUESSED IT... THE BIG BOSS IS GEORGI MALENKOV!
WAIT!
O.K. NOW YOU'RE REALLY REALLY GONNA GET IT... HONEST INJUN CROSS MY HEART READY SET GO ONE TWO THR...
8



...OF COURSE HERE'S THE ABOUT-TO BUMP-HIM-OFF SCENE THE WAY WE'D LIKE TO SEE IT!

NEWSPAPER CARTOON DEPT.: THEN HERE'S THAT FEATURE YOU ALL KNOW AND LOVE... BUT IF YOU THINK IT'S INTERESTING NOW, YOU SHOULD'VE SEEN IT IN THE OLD DAYS! YOU OLD-TIMERS KNOW WHAT WE MEAN!... REMEMBER WHEN THEY FIRST STARTED PRINTING IT? MEMBER, YOU OLD-TIMERS?. IT WAS REAL QUEER... REAL WEIRD, REAL *EUCHHHHH!*... YOU KNOW... LIKE PEOPLE WHO READ *MAD!*... 'MEMBER, YOU BUSTED-DOWN OLD-TIMERS YOU? .. OF COURSE, WE'RE TALKING ABOUT RIPUP'S—

Believe It or Don't!

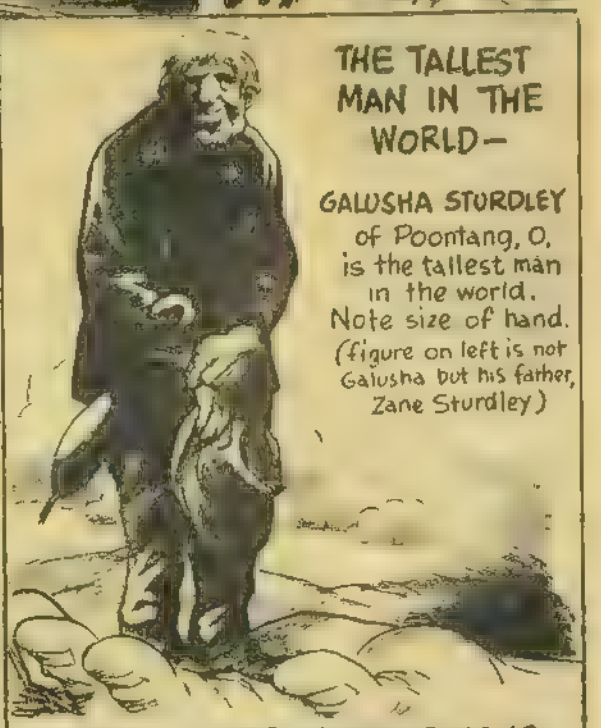
THE HUMAN PINCUSHION

GUNG GOHOME, Hindu Ascetic, **WALKED** IN THE **HOT SUN** with **50** sharp spear-like pins embedded in his flesh — to make pennance — to punish self — but mainly to help wife who was sewing new veil and needed pin-cushion!

SYMBOL OF DEATH!

SACRED SOUTH AMERICAN INDIAN SYMBOL, WHEN GAZED UPON, CAUSES DEATH WITHIN THE YEAR! Too bad if you looked.

MELVIN FURD of Banff, Vt., is a MARTIAN!



THE TALLEST MAN IN THE WORLD—

GALUSHA STURDLEY of Poontang, O. is the tallest man in the world. Note size of hand. (figure on left is not Galusha but his father, Zane Sturdley)

GALUSHA IS HAND FATHER ZANE IS STANDING UPON!

Rrrrrrrrrrrip.

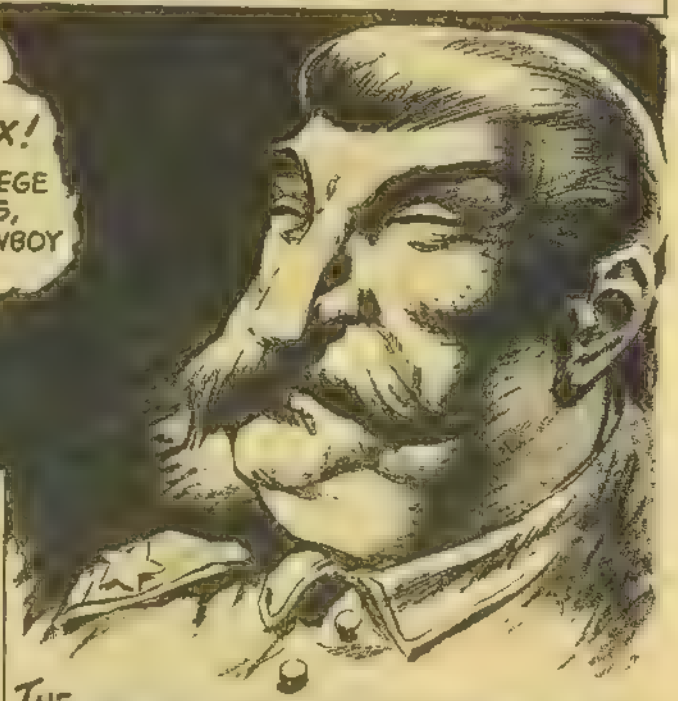
. 'MEMBER? HAH?... 'MEMBER THE WAY HE'D SHOW A GUY WHO COULD STICK HIS ELBOW IN HIS EAR?... OR THE GUY WHO HANGS BY HIS EYEBALLS?.. OR THE GUY WHO COULD STICK HIS ELBOW IN HIS EYEBALLS WHILE HANGING BY HIS EAR? BUT MAINLY HE'D DIG UP THESE UNBELIEVABLE FACTS YOU'D NEVER BELIEVE IN A MILLION YEARS... FULLY AUTHENTICATED, FULLY DOCUMENTED, AND APPROVED BY PARENTS MAGAZINE... LIKE FORINSTANCE...

RIPUP'S — Believe It or Don't!

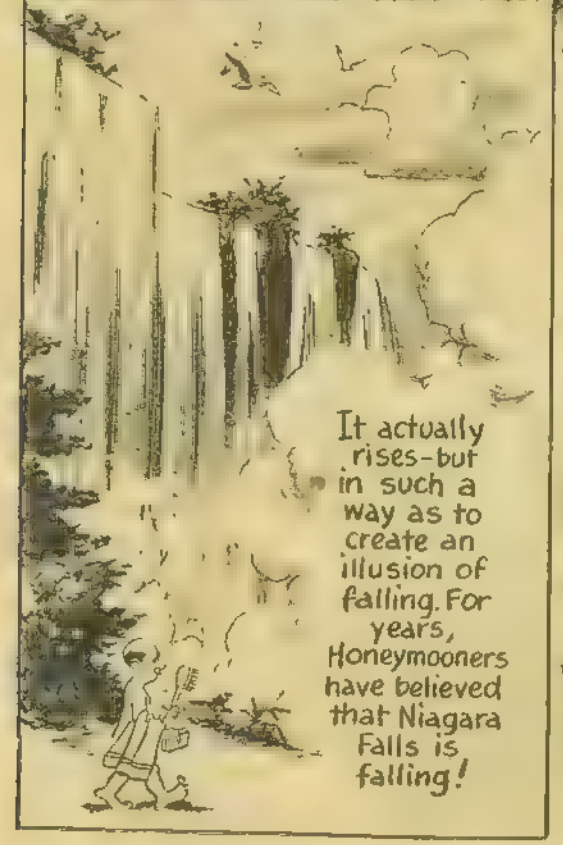
JOSEPH STALIN

WAS BORN IN THE BRONX!

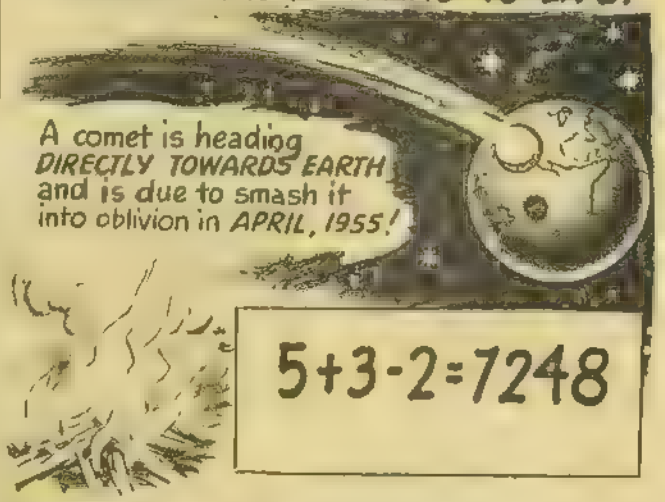
HE WORKED HIS WAY THROUGH COLLEGE SELLING MAGAZINE SUBSCRIPTIONS, AND THEN WENT WEST TO BE A COWBOY BEFORE HE CROSSED THE OCEAN AND BECAME DICTATOR OF **RUSSIA!**



NIAGARA FALLS DOES *NOT* FALL!



THE EARTH HAS 10 YEARS TO LIVE!



5+3-2=7248

FIRE IS A LIQUID!

Rrrrrrrrip

...'MEMBER?... BUT THAT WAS YEARS AGO, AS YOU OLD-TIMERS . YOU BUSTED DOWN RACKETTY OLD-TIMERS . REMEMBER! MEANWHILE, R.PUP IS FOR MANY YEARS, GONE FROM THE SCENE! NEVERTHELESS, "BELIEVE IT OR DON'T" CONTINUES .. BUT SOMEHOW, IT'S NOT THE SAME! SOMEHOW.. SOMEWHERE.. SOMETIME.. SOMEHOW SOMEWHERE.. IT IS DIFFERENT!.. THE *EUCHHH* IS GONE! YOU SEE.. EUCHHH HAS BEEN REPLACED BY YECHHH!.. LIKE FORINSTANCE...

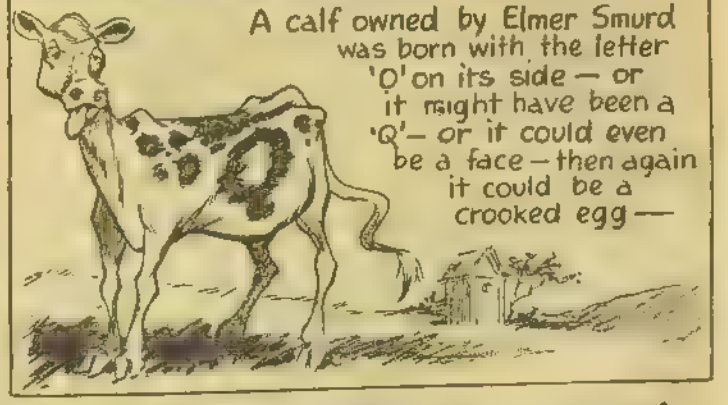
RIPUP'S — Believe *It* or *Don't!*

RENFREW ZETS FELL FROM A 50 STORY WINDOW-

AND LIVED!

Fortunately, there was a fire escape outside the window.

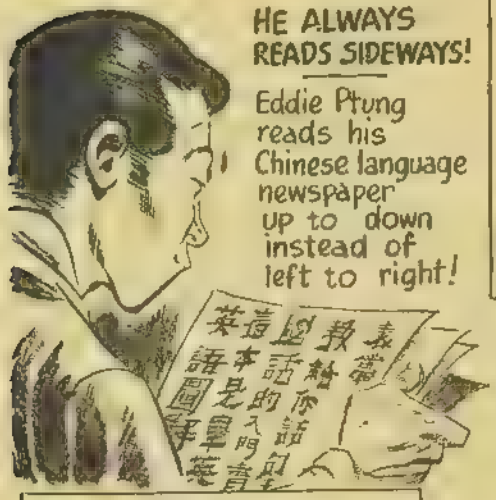
CALF BORN WITH LETTER 'O'!



A calf owned by Elmer Smurd was born with the letter 'O' on its side — or it might have been a 'Q' — or it could even be a face — then again it could be a crooked egg —

HE ALWAYS READS SIDEWAYS!

Eddie Ptung reads his Chinese language newspaper up to down instead of left to right!



SERUTAN
spelled backwards is
NATURES

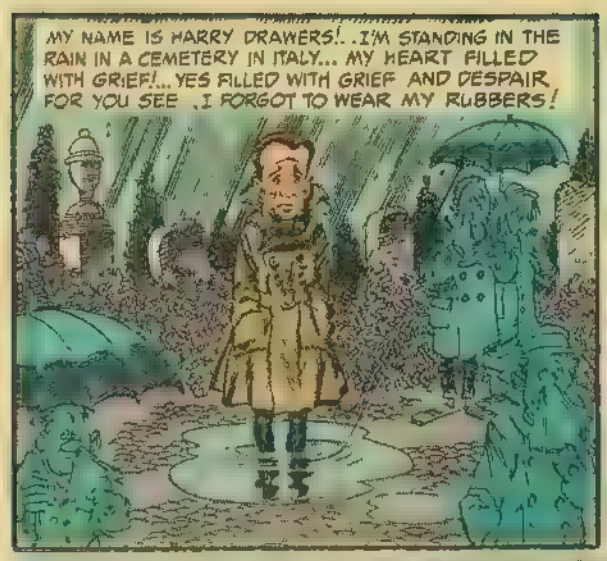
OPTICAL ILLUSION

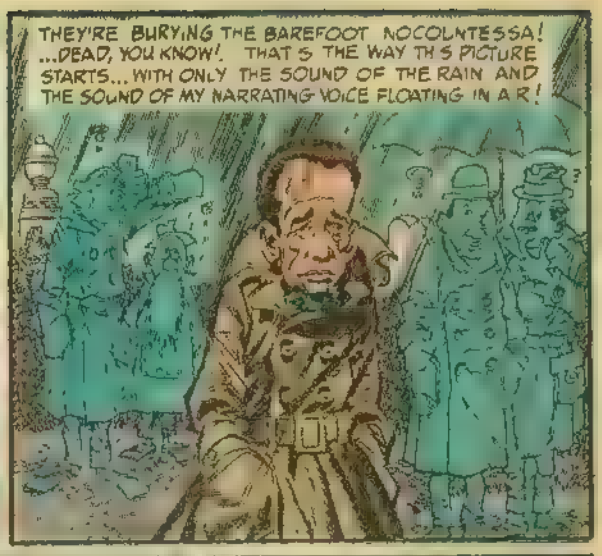
Sent in by Robert Hall

JACKET SEEMS TO TURN INSIDE-OUT, YET STAYS OUTSIDE-IN AND VISA-VERSA! (And why not? It's a reversible!)

THE BAREFOOT NOCOUNTESSA!
"THE WORLD'S MOST BEAUTIFUL ANIMAL"
YOGURT
NOTHER
* starring

HA!


MY NAME IS HARRY DRAWERS!..I'M STANDING IN THE RAIN IN A CEMETERY IN ITALY... MY HEART FILLED WITH GRIEF!... YES FILLED WITH GRIEF AND DESPAIR FOR YOU SEE ..I FORGOT TO WEAR MY RUBBERS!

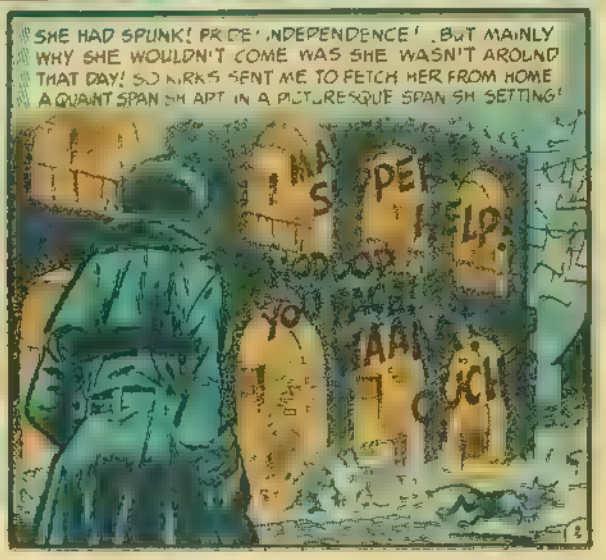

THEY'RE BURYING THE BAREFOOT NOCOUNTESSA! ...DEAD, YOU KNOW! THAT'S THE WAY THIS PICTURE STARTS... WITH ONLY THE SOUND OF THE RAIN AND THE SOUND OF MY NARRATING VOICE FLOATING IN AIR!

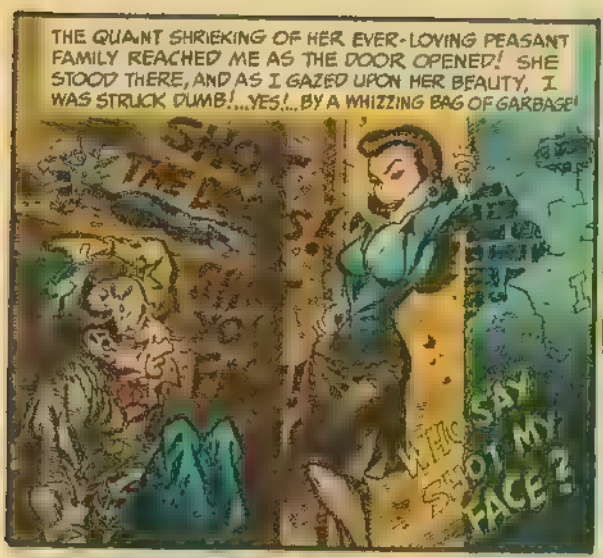
BY GEORGE...I'M DRIVING 'EM ALL NUTS HERE TRYING TO FIGURE OUT WHERE VOICE FLOATING IN AIR IS COMING FROM!

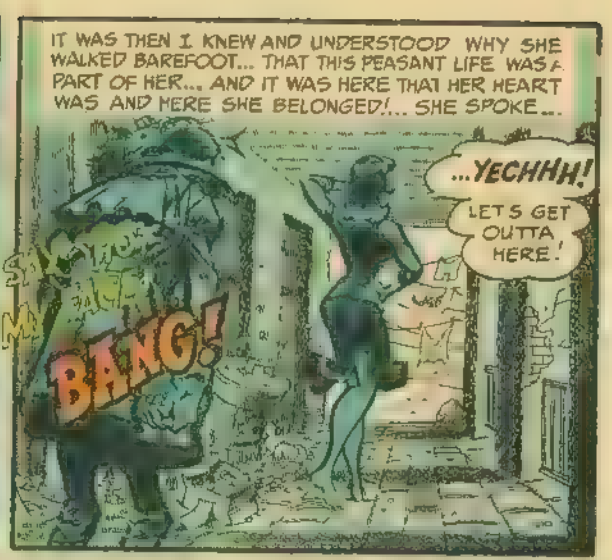
...THE STORY STARTED IN SPAIN WHERE WE HAD GONE TO SEE HER DANCE! WE HEARD SHE COULD CUT A MEAN RUSSIAN KAZOTSKA!

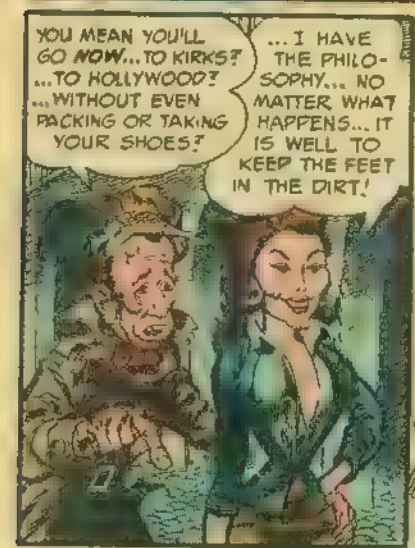
I WAS WITH EDWARD KIRKS, PRODUCER AND OSCAR BUFFOON, PUBLICITY MAN! I WAS A WASHED-UP DIRECTOR (I KEPT TO BE CLEAN)!

KIRKS USED TO HAVING HIS WAY, SENT THE WAITER TO ORDER THE 'BAREFOOT' TO COME FROM HER DRESSING ROOM TO HIS TABLE.. SHE WOULDN'T COME! HE SENT THE MANAGER OSCAR ME, THE POLICE THE ARMY. SHE WOULDN'T COME!


SHE HAD SPUNK! PRIDE! INDEPENDENCE! BUT MAINLY WHY SHE WOULDN'T COME WAS SHE WASN'T AROUND THAT DAY! SO KIRKS SENT ME TO FETCH HER FROM HOME A QUAINT SPANISH APT IN A PICTURESQUE SPANISH SETTING!

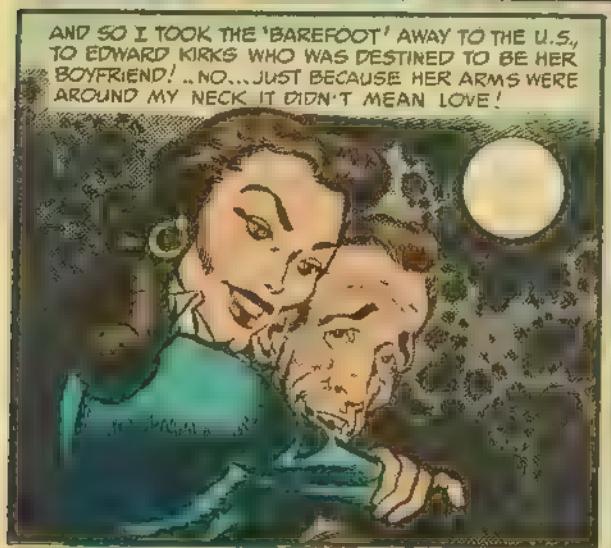

THE QUAINT SHRIEKING OF HER EVER-LOVING PEASANT FAMILY REACHED ME AS THE DOOR OPENED! SHE STOOD THERE, AND AS I GAZED UPON HER BEAUTY, I WAS STRUCK DUMB!...YES!...BY A WHIZZING BAG OF GARBAGE!
SAY SHOT MY FACE?

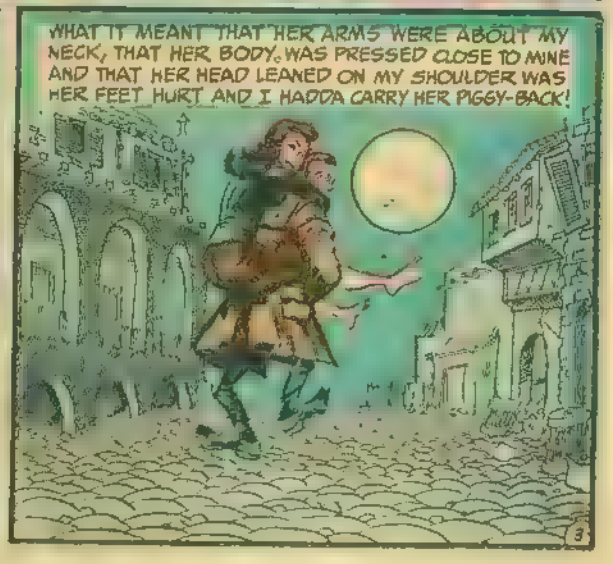

IT WAS THEN I KNEW AND UNDERSTOOD WHY SHE WALKED BAREFOOT... THAT THIS PEASANT LIFE WAS A PART OF HER... AND IT WAS HERE THAT HER HEART WAS AND HERE SHE BELONGED!... SHE SPOKE...
...YECHHH!
LET'S GET OUTTA HERE!
BANG!

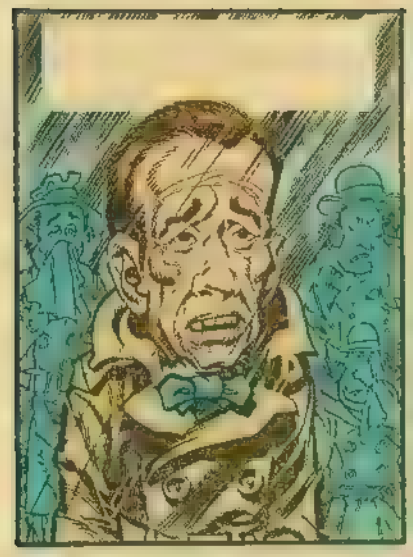

YOU MEAN YOU'LL GO NOW...TO KIRKS? ...TO HOLLYWOOD? ...WITHOUT EVEN PACKING OR TAKING YOUR SHOES?
...I HAVE THE PHILOSOPHY... NO MATTER WHAT HAPPENS... IT IS WELL TO KEEP THE FEET IN THE DIRT!

YOU MEAN YOU'LL GO NOW... WITHOUT EVEN SAYING GOODBYE TO YOUR QUAINT PEASANT FOLKS?
...I HAVE THE PHILOSOPHY... NO NEWS IS GOOD NEWS!

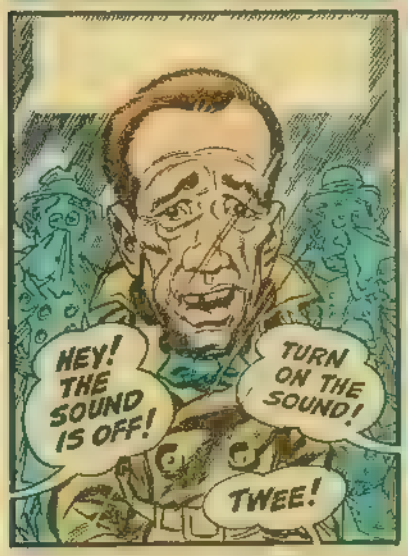
YOU MEAN YOU'LL GO NOW... WITHOUT EVEN SHUTTING OFF THE WATER IN THE TUB?
. I HAVE THE PHILOSOPHY... QUE SARA SARA... OR WHO'S SARAH?

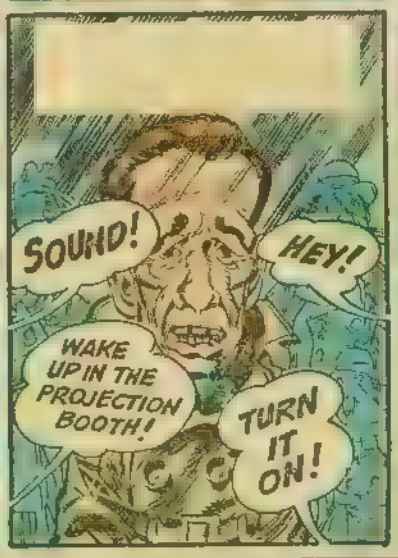

AND SO I TOOK THE 'BAREFOOT' AWAY TO THE U.S., TO EDWARD KIRKS WHO WAS DESTINED TO BE HER BOYFRIEND! ..NO...JUST BECAUSE HER ARMS WERE AROUND MY NECK IT DIDN'T MEAN LOVE!


WHAT IT MEANT THAT HER ARMS WERE ABOUT MY NECK, THAT HER BODY WAS PRESSED CLOSE TO MINE AND THAT HER HEAD LEANED ON MY SHOULDER WAS HER FEET HURT AND I HADDA CARRY HER PIGGY-BACK!



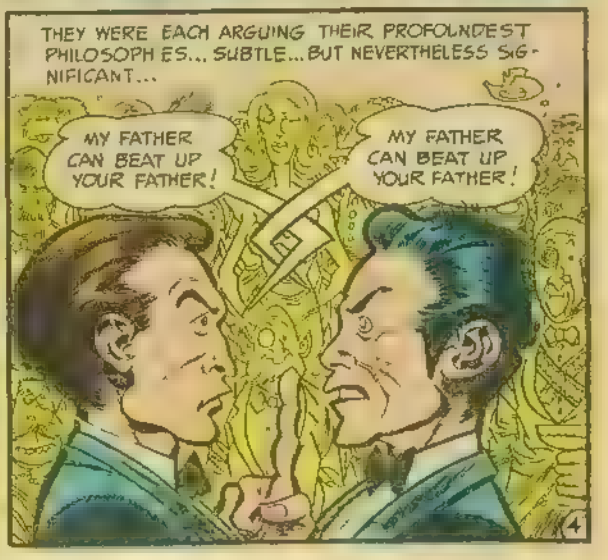
?
!


HEY! THE SOUND IS OFF!
TURN ON THE SOUND!
TWEE!


SOUND!
HEY!
WAKE UP IN THE PROJECTION BOOTH!
TURN IT ON!

.. IT WASN'T LONG UNTIL THE 'BAREFOOT' THROUGH EDWARD KIRKS, BECAME A BIG STAR! . THEN ONE NIGHT... AT A PARTY...
AH!
YAY!
THAT'S BETTER!

...EDWARD KIRKS GOT WHAT WAS COMING TO HIM! HE WAS ARGUING WITH MILLIONAIRE SOUTH-AMERICAN PLAY-BOY, ALBERTO BANANO! HOWEVER, NEITHER OF THEM BELIEVED IN PHYSICAL VIOLENCE . ONLY BRAIN-WASHING!


THEY WERE EACH ARGUING THEIR PROFOUNDEST PHILOSOPHIES... SUBTLE... BUT NEVERTHELESS SIGNIFICANT...
MY FATHER CAN BEAT UP YOUR FATHER!
MY FATHER CAN BEAT UP YOUR FATHER!

...MY FATHER'S RICHER THAN YOUR FATHER!
...MY FATHER'S RICHER THAN YOUR FATHER!

...MY FATHER HAS A BILLION DOLLARS!
...MY FATHER HAS A TRILLION DOLLARS!

...MY FATHER HAS A QUINTILLION DOLLARS!
...MY FATHER HAS A DUODECILLION DOLLARS!

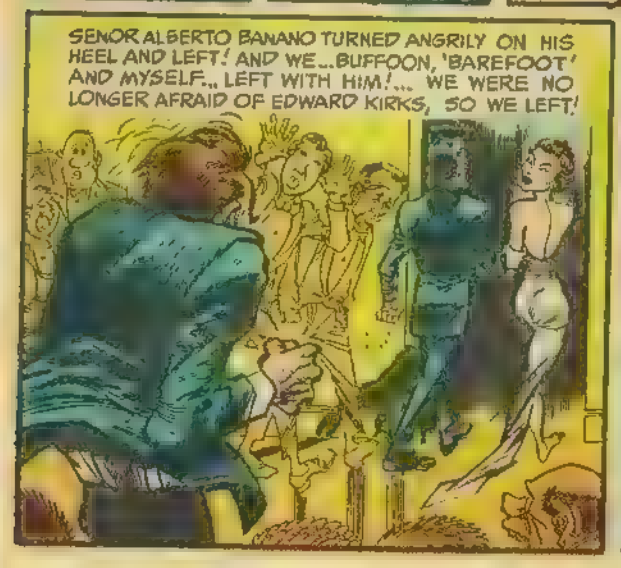
WHATEVER YOU SAY YOUR FATHER HAS, MY FATHER HAS DOUBLE!

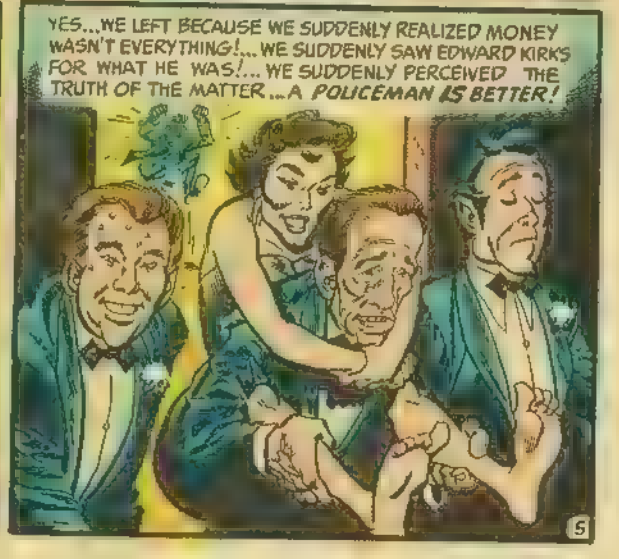
...WELL... MY FATHER'S A POLICEMAN!

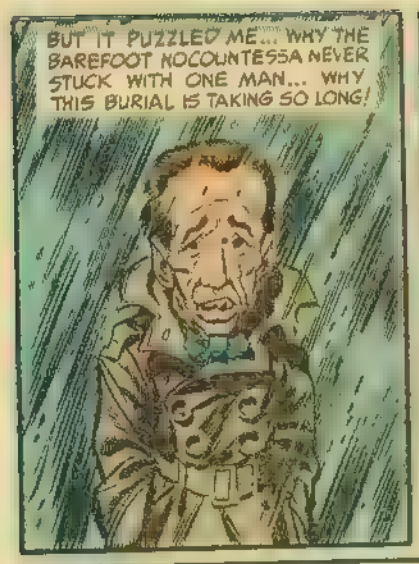
WELL MY FATHER'S A COWBOY!

A POLICE-MAN IS BETTER!

A COWBOY IS BETTER!

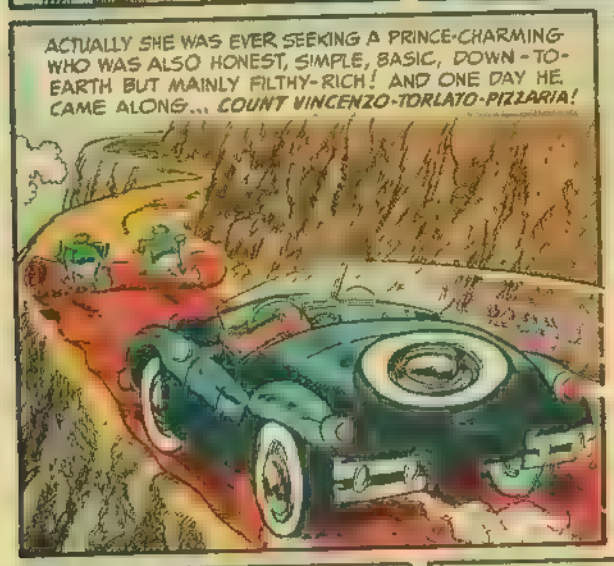

SENOR ALBERTO BANANO TURNED ANGRILY ON HIS HEEL AND LEFT! AND WE...BUFFOON, 'BAREFOOT' AND MYSELF... LEFT WITH HIM!... WE WERE NO LONGER AFRAID OF EDWARD KIRKS, SO WE LEFT!

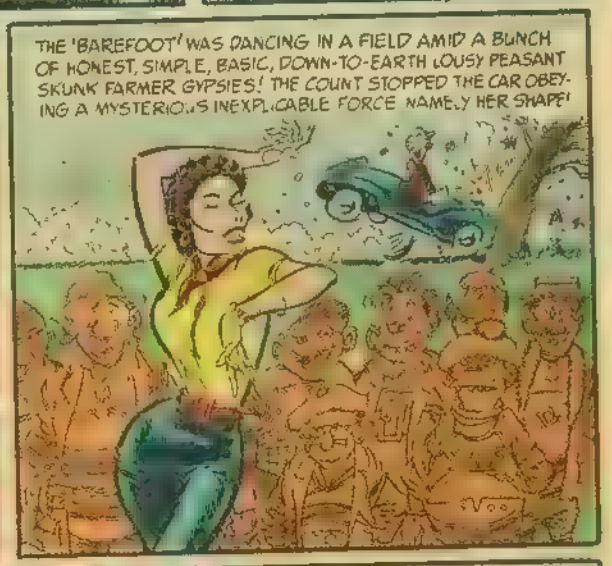

YES...WE LEFT BECAUSE WE SUDDENLY REALIZED MONEY WASN'T EVERYTHING!... WE SUDDENLY SAW EDWARD KIRKS FOR WHAT HE WAS!... WE SUDDENLY PERCEIVED THE TRUTH OF THE MATTER...A POLICEMAN IS BETTER!

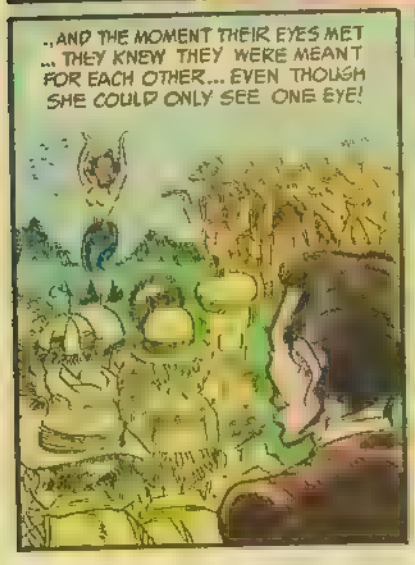

BUT IT PUZZLED ME... WHY THE BAREFOOT NOCOUNTESSA NEVER STUCK WITH ONE MAN... WHY THIS BURIAL IS TAKING SO LONG!

HOWEVER DESPITE HER RICHES SHE REMAINED SIMPLE AT HEART ALWAYS KEEPING A SILVER DISH OF DIRT NEAR TO PUT HER FEET IN!

BUT I COULD SEE SHE WAS RESTLESS.. UNABLE TO SIT STILL! I THINK WHAT IT WAS IS SHE GOT A ITCHY RASH FROM KEEPING FEET IN DIRT!
SCR

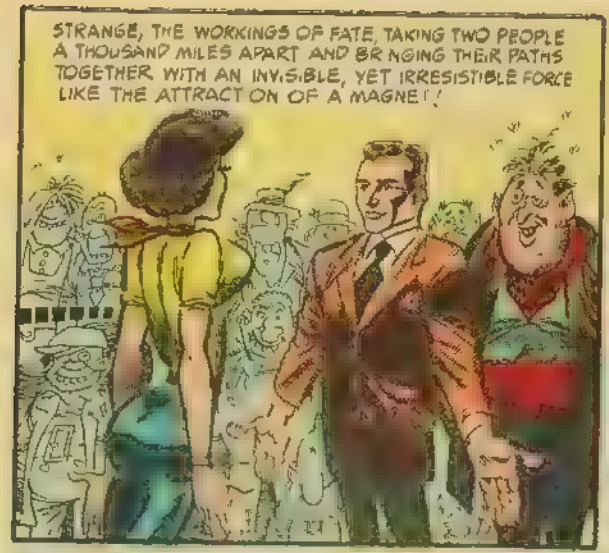

ACTUALLY SHE WAS EVER SEEKING A PRINCE-CHARMING WHO WAS ALSO HONEST, SIMPLE, BASIC, DOWN-TO-EARTH BUT MAINLY FILTHY-RICH! AND ONE DAY HE CAME ALONG... COUNT VINCENZO-TORLATO-PIZZARIA!

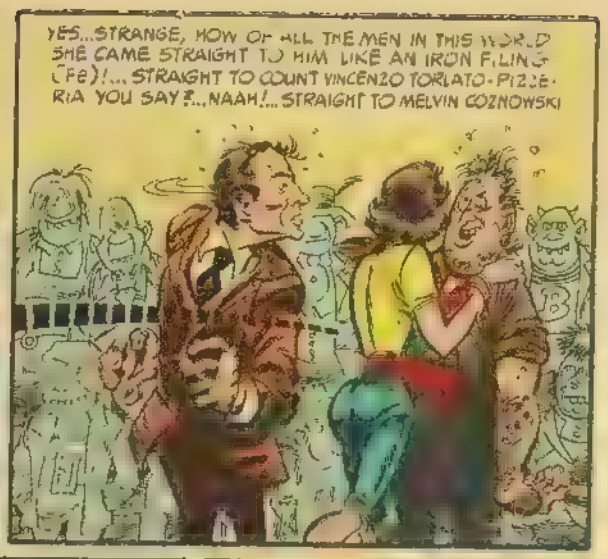

THE 'BAREFOOT' WAS DANCING IN A FIELD AMID A BUNCH OF HONEST, SIMPLE, BASIC, DOWN-TO-EARTH LOUSY PEASANT SKUNK FARMER GYPSIES! THE COUNT STOPPED THE CAR OBEYING A MYSTERIOUS INEXPLICABLE FORCE NAMELY HER SHAPE!

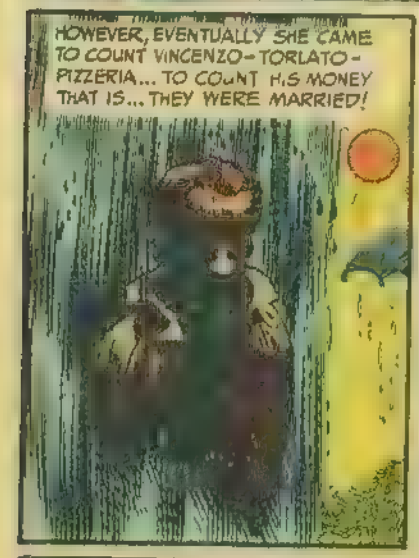

..AND THE MOMENT THEIR EYES MET ... THEY KNEW THEY WERE MEANT FOR EACH OTHER... EVEN THOUGH SHE COULD ONLY SEE ONE EYE!

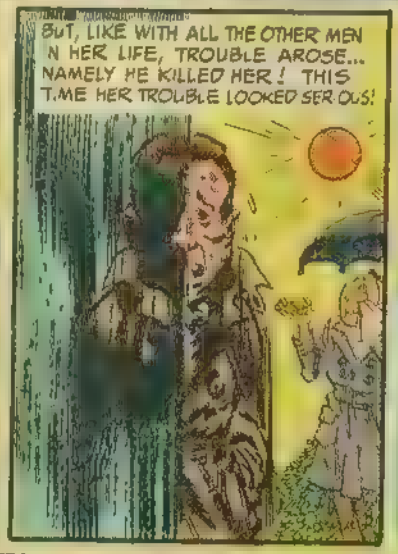
...AND HE COULD ONLY SEE THE SIDE OF ONE EYE... YOU KNOW HOW IT IS... HOW SOME ENCHANTED EVENING, YOU WILL SEE A STRANGER..

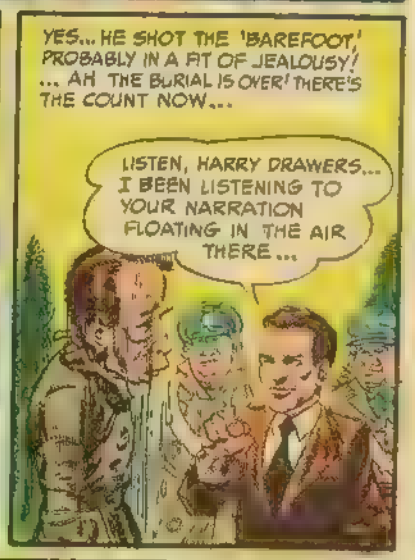
..YOU WILL SEE A STRANGER ACROSS A CROWDED ROOM...THEN FLY TO HER SIDE, AND MAKE HER YOUR OWN...HEY! WAIT A MINUTE! WRONG STORY!
DIZZY
SNAP
CRACK
ZIP

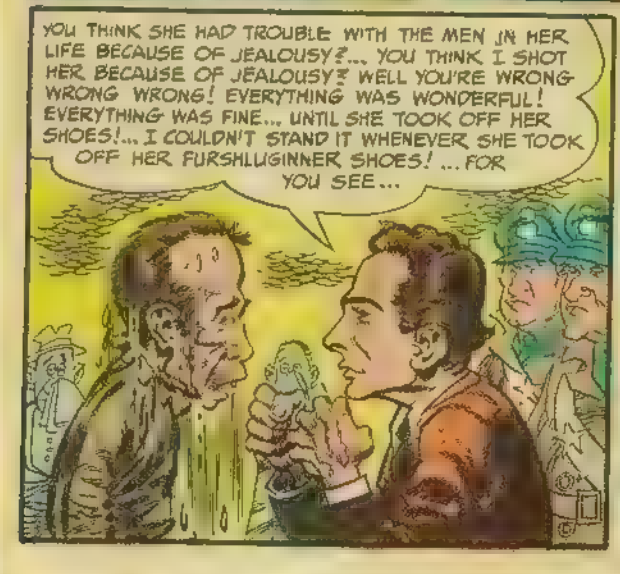

STRANGE, THE WORKINGS OF FATE, TAKING TWO PEOPLE A THOUSAND MILES APART AND BRINGING THEIR PATHS TOGETHER WITH AN INVISIBLE, YET IRRESISTIBLE FORCE LIKE THE ATTRACTION OF A MAGNET!

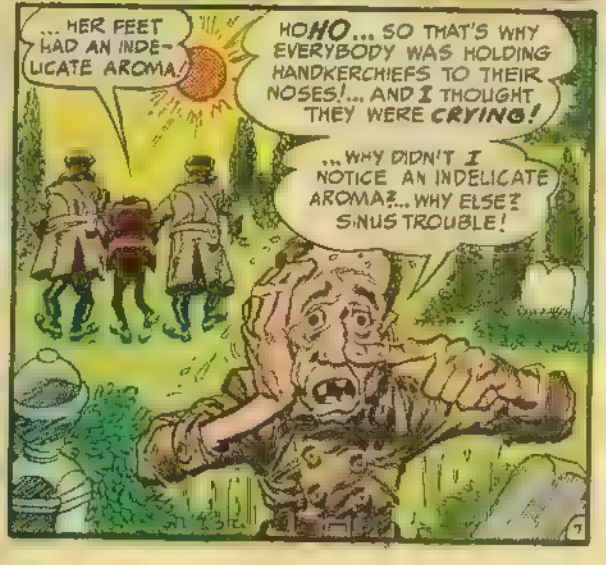

YES...STRANGE, HOW OF ALL THE MEN IN THIS WORLD SHE CAME STRAIGHT TO HIM LIKE AN IRON FILING (Fe)!... STRAIGHT TO COUNT VINCENZO TORLATO-PIZZERIA YOU SAY?...NAAH!... STRAIGHT TO MELVIN COZNOWSKI


HOWEVER, EVENTUALLY SHE CAME TO COUNT VINCENZO-TORLATO-PIZZERIA... TO COUNT HIS MONEY THAT IS... THEY WERE MARRIED!


BUT, LIKE WITH ALL THE OTHER MEN IN HER LIFE, TROUBLE AROSE... NAMELY HE KILLED HER! THIS TIME HER TROUBLE LOOKED SERIOUS!


YES... HE SHOT THE 'BAREFOOT,' PROBABLY IN A FIT OF JEALOUSY! ... AH THE BURIAL IS OVER! THERE'S THE COUNT NOW...
LISTEN, HARRY DRAWERS... I BEEN LISTENING TO YOUR NARRATION FLOATING IN THE AIR THERE...


YOU THINK SHE HAD TROUBLE WITH THE MEN IN HER LIFE BECAUSE OF JEALOUSY?... YOU THINK I SHOT HER BECAUSE OF JEALOUSY? WELL YOU'RE WRONG WRONG WRONG! EVERYTHING WAS WONDERFUL! EVERYTHING WAS FINE... UNTIL SHE TOOK OFF HER SHOES!... I COULDN'T STAND IT WHENEVER SHE TOOK OFF HER FURSHLUGINNER SHOES! ... FOR YOU SEE...


... HER FEET HAD AN INDELICATE AROMA!
HO HO... SO THAT'S WHY EVERYBODY WAS HOLDING HANDKERCHIEFS TO THEIR NOSES!... AND I THOUGHT THEY WERE CRYING!
... WHY DIDN'T I NOTICE AN INDELICATE AROMA?... WHY ELSE? SINUS TROUBLE!

And now, for you MAD readers, an important, astounding, fantastic, dull announcement. We the editors are pleased to announce that a collection of MAD stories have been reprinted in a pocket-book-size edition entitled "The MAD Reader" (after you). For this collection, we have selected the cream of the crop (or the dregs of the earth, whichever the case may be). Yes . . . MAD is marching forward along the victorious path, striding to greater heights, making inroads, as ever, towards destroying minds.

This nauseating little package can be purchased for a trifling 35c. Don't be a cheapskate . . . the object of scorn and ridicule. Scrape up this miserable 35c. We don't question where you get the money . . . whether it's hot or not.

For long hours of enjoyment and happiness, get this book. For the pleasure and entertainment of your friends, get this book. But mainly for the loot we make from the sale of each copy, get this book. Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! . . . (We're burning it into your brain, by George!)

Now go out to your drugstore, your newsstand, your candy store, anyplace they sell pocket-books, and buy . . . *buy* . . . BUY . . . the Farmer's Almanac. There's a useful magazine.

The MAD Reader

Here is the very important announcement.

Any you readers see a lost umbrella on the New Haven commuters' train last week? A black umbrella on the New Haven Commuters' train last week? We lost a good umbrella on the New Haven commuters' train last week. A man's umbrella with a wooden handle. With a piece of friction tape around the cracked part of the handle. We would appreciate information from whoever saw this umbrella on the New Haven Commuters' train last week.

Seriously, though it may come as a shock (or a pleasant surprise) to you, with this issue, #23, we are discontinuing MAD comic book.

But don't go away.

We're expanding MAD into a regular big 25c magazine with pictures, printed lettering, covers, and everything, gang. Boy, what exciting plans. Are we excited. Mainly since this may put us out of business, we're sick to our stomachs with excitement. Exciting plans are now under way to turn MAD into a regular large-sized adult magazine. For the past two years now, MAD has been dulling the senses of the country's youth. Now we get to work on the adults. As yet, we haven't determined our publication date, but the new MAD should be on the stands within 3 months. Now if each one of you good-old loyal MAD readers gets your parents to go out and buy 150 copies of the New MAD when it appears, we are bound to be a success. We know you'll do this little favor for us, eh, loyal readers?

End of important message.

—the Editors of MAD

MEN-WOMEN-BOYS-GIRLS
PRIZES GIVEN
MAKE MONEY TOO!
RADIO
ELECTRONIC TWO-WAY WALKIE-TALKIE
ROY OR DALE LAMP
FLASH CAMERA
ROY ROGERS BINOCULARS
TEXAN JR GUITAR
WRIST WATCHES FOR BOYS AND GIRLS
We will send you the wonderful prizes pictured on this page . . . or dozens of others, such as jewelry, radium dial wrist watches, tableware, tools, U-Make-It kits, leather kits, sewing kits, electric clocks, pressure cookers, scout equipment, model airplanes, movie machines, record players, and many others . . . all WITHOUT ONE PENNY OF COST. You don't risk or invest a cent—we send you everything you need ON TRUST. Here's how easy it is: Merely show your friends and neighbors inspiring, beautiful Religious Wall Motto plaques. Many buy six or even more to hang in every room. An amazing value, only 35c . . . sell on sight. You can secure big, cash commissions or many exciting prizes for selling just one set of 24 Mottos. Write today for Big Prize catalog sent to you FREE!
SEND NO MONEY—We Trust You!
GABBY HAYES FISHING KIT
RADIUM DIAL POCKET WATCH
GIRLS' SHOULDER STRAP BAG
ARCHERY SET
VANITY SET
PRESSURE COOKER
TWO GUN HOLSTER SET
TABLE TENNIS SET
RED RYDER CARBINE
EQUIPMENT
ROLLER SKATES
WALKING DOLL
HUNTING KNIFE AND AX
WOODBURNING SET
CHEMISTRY SET
JET ENGINE
500 FEET
TYPEWRITER
WHITE ZIPPER BIBLE
UKELELE WITH ARTHUR GODFREY PLAYER
RADIO RECEIVING SET FOR SCOUTS
SEWING MACHINE
HERE'S HOW YOU GET YOUR PRIZES
FREE!
MEMBERSHIP in the FUNman's Fun Club
EXTRA! Sell mottos and send payment within 15 days, and we'll give you FREE a year's Membership in the FUNman's Fun Club. Membership card, certificate, secret code, grant packet of fun materials all yours—PLUS many extra surprises!
The FUNman, Dept. P-161
5726 N Broadway Chicago 40, Ill.
FREE BIG PRIZE CATALOG
NAME ..... AGE .....
STREET or RFD .....
TOWN ..... Zone ..... STATE .....
SEND NO MONEY . . . We Trust You!

SENSATIONAL OFFER OF HARD-TO-GET STAMPS!

319 ALL-DIFFERENT STAMPS

GUARANTEED $6.73 CATALOG VALUE

SPECIAL IMPORTED COLLECTION INCLUDES THESE VALUABLE STAMPS & SETS:

Yours for only 25¢

LUNDY — shows fascinating Puffin bird — issued by only private kingdom in the world!

MONACO NUDES — exciting set of 3 includes the nude Nymph Salmacis shown below. Issued in 1948 to honor famous sculptor, Bosio.

STALIN DEATH STAMP—black-bordered portrait of the late ruler of the Soviet world. Issued by a satellite country deep behind the feared Iron Curtain.

CROATIA GIANT TRIANGLES—amazing set of 6 truly huge triangles — showing exotic flowers and birds in glowing full color! Issued by Croatian Government-in-Exile.

SOUTH POLE STAMPS—unusual complete set of 4 seals authorized by Antartic Research Association of Australia, for use on mail from South Pole Base.

YOU ALSO GET hundreds of other fascinating and unusual stamps and sets from all over the world! A grand total of 319 all-different stamps—*guaranteed $6.73 Catalog Value*—all yours for only 25¢! What a bargain! Why, any one of the sets shown here alone is worth more than the 25¢ you pay for the entire collection! And just think of the hours upon hours of fun you'll have poring through this giant collection—filling hundreds of blank spaces in your album at the amazing bargain rate of 13 stamps for 1¢.

UNION OF SO. AFRICA Here's the official portrait stamp of beloved Queen Elizabeth — issued in 1953 to commemorate her Coronation!

SUPPLY LIMITED! FIRST COME—FIRST SERVED!

We're making this sensational offer to introduce you to our famous Bargain Approvals—which we'll send you for *free examination*. But hurry! The supply of these bargain packets is necessarily limited—once the stamps shown here are gone, there just won't be any more! So mail coupon NOW! If coupon is clipped, send 25¢ direct to:

ZENITH CO., Dept. JZ-1, 81 Willoughby St., Brooklyn 1, N. Y.

MAIL COUPON NOW

SAN MARINO — from the world's smallest and oldest republic you get 3 multi-colored airmail triangles!

FREE! MIDGET ENCYCLOPEDIA OF STAMPS

Our very own Midget Encyclopedia of Stamps (tells you everything you need to know to enjoy this wonderful hobby)—*plus* The Stamp Dictionary (definitions of every term used by collectors)—*plus* The Stamp Identifier (shows you how to identify thousands of foreign stamps)—ALL included, FREE with Bargain Packet!

ZENITH CO. 81 Willoughby St., Brooklyn 1, N. Y.

ZENITH CO., Dept. LB2
81 Willoughby St., Brooklyn 1, N. Y.
Here's my 25¢. Send me entire collection described in this ad—319 all-different stamps—*plus* FREE "Midget Encyclopedia of Stamps." Include, for free examination, your latest Bargain Approvals.

Name.....

Address.....

City..... Zone..... State.....

Tell Me What You Want Money For . . .

I'LL HELP YOU GET ALL YOU NEED!

MR. B. J. STUART
President of Stuart Greetings, Has Helped Thousands Make Good Money!

EASY TO EARN $50 TO $150 AND MORE IN JUST YOUR SPARE TIME!

What do YOU want that money will buy? Whether it's new clothes, sporting equipment, household appliances, or anything else . . . just check the coupon. I'll show you how you can earn all the money you need, quickly and easily, taking orders for STUART Greeting Cards! And I'll send you everything you need to start earning right away.

YOU DON'T NEED EXPERIENCE!

It takes no special skill to sell a complete assortment of beautiful new Birthday and other Greeting Cards—a generous supply for year 'round use—for just $1.00. This exciting bargain really *sells itself*. All you do is show it to friends and neighbors and you keep up to HALF the price as your cash profit! Say you want anything that costs $50.00. Sell only 100 boxes and you've got the money! Folks will also want our exciting new Gift Items, Stationery, Gift Wrappings and the other fast-sellers in our big line. They help you earn still more easy money!

GET MONEY-MAKING KIT ON FREE TRIAL!

See for yourself how easy it is to get the money for anything you want. Check the coupon and mail it now. I'll send you a complete kit of samples including fast-selling assortments on FREE TRIAL and full facts on how to reach your goal fast. Don't delay. Act TODAY!

RUSH COUPON FOR FREE TRIAL KIT!

Mr. B. J. Stuart, STUART GREETINGS
4436-38 N. Clark St. Dept. 306, Chicago 40, Ill.

Dear Mr. Stuart: I've checked off what I want money for:

- ☐ Sporting Equipment
- ☐ New Clothes
- ☐ Team Uniforms
- ☐ Electric Toaster
- ☐ Portable Radio
- ☐ .....

Please rush full facts on how to make the money, and sample kit of assortments ON FREE TRIAL.

Name.....

Address.....

City & Zone.....State.....

(If for a club, give its name below.)

.....

SEE HOW WELL OTHERS HAVE DONE!

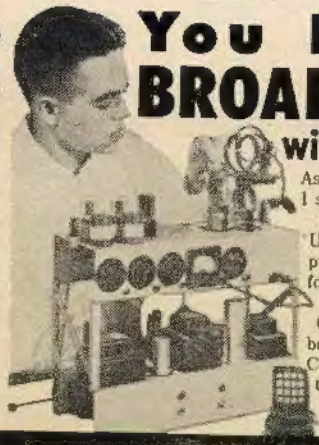
"This is the easiest and most dignified way to earn money for Scout camp, Christmas presents and spending money in general. *P.E., New York*

I made $21.75 in approximately 3 hours one afternoon. Everyone just loves these beautiful greeting cards and it's so easy to show and sell them. *C.R.P., North Carolina*

STUART GREETINGS, INC.
4436-38 N. Clark St. Dept 306, Chicago 40, Ill.

You Practice SERVICING with Kits I Send You

Nothing takes the place of PRACTICAL EXPERIENCE. That's why NRI training is based on LEARNING BY DOING. You use parts I send to build many circuits common to Radio and Television. With my Servicing Course you build the modern Radio shown at left. You build a Multitester and use it to help make $10, $15 a week fixing sets in spare time while training. All equipment is yours to keep. Coupon below will bring book of important facts. It shows other equipment you build.



You Practice BROADCASTING with Kits I Send You

As part of my Communications Course I send you parts to build low-power Broadcasting Transmitter at left. Use it to get practical experience. You put this station "on the air" . . . perform procedures demanded of broadcasting station operators. An FCC Commercial Operator's License can be your ticket to a bright future. My Communications Course trains you to get your license. Mail coupon. Book shows other equipment you build for practical experience.

I Will Train You at Home in Spare Time to be a RADIO-TELEVISION Technician

TELEVISION

Making Jobs, Prosperity

25 million homes have Television sets now. Thousands more sold every week. Trained men needed to make, install, service TV sets. About 200 television stations on the air. Hundreds more being built. Good job opportunities here for qualified technicians, operators, etc.

J. E. SMITH, President
National Radio Institute
Washington, D. C.

Our 40th Year

America's Fast Growing Industry Offers You Good Pay, Success

Training PLUS opportunity is the PERFECT COMBINATION for job security, advancement. When times are good, the trained man makes the BETTER PAY, gets PROMOTED. When jobs are scarce, the trained man enjoys GREATER SECURITY. NRI training can help assure you and your family more of the better things of life. Radio is bigger than ever with over 3,000 broadcasting stations and more than 115 MILLION sets in use, and Television is moving ahead fast.

N.R.I. Training Leads to Good Jobs Like These

I TRAINED THESE MEN

"Am transmitter-studio operator at KPAT. Most important day of my life was when I enrolled with NRI."—Elmer Frewaldt, Madison, S. Dakota.

"Made my first $100 from spare time work before I finished my course. Now I average better than $10 a week, spare time."—Frank Borer, Lorain, Ohio.

"I've come a long way in Radio and Television since graduating. Have my own business on Main Street."—Joe Travers, Asbury Park, New Jersey.

"I didn't know a thing about Radio. Now have a good job as Studio Engineer at KMMJ."—Bill Delzell, Central City, Nebraska.

BROADCASTING Chief Technician, Chief Operator, Power Monitor, Recording Operator, Remote Control Operator SERVICING: Home and Auto Radios, Television Receivers, FM Radios, P.A. Systems. IN RADIO PLANTS Design Assistant, Technician, Tester, Serviceman, Service Manager. SHIP AND HARBOR RADIO: Chief Operator, Radio-Telephone Operator. GOVERNMENT RADIO: Operator in Army, Navy, Marine Corps, Forestry Service Dispatcher, Airways Radio Operator. AVIATION RADIO: Transmitter Technician, Receiver Technician, Airport Transmitter Operator. TELEVISION: Pick-up Operator, Television Technician, Remote Control Operator.

Start Soon to Make $10, $15 a Week Extra Fixing Sets

My training is practical, complete, is backed by 40 years of success training men at home. My well-illustrated lessons give you basic principles you need and my skillfully developed kits of parts "bring to life" things you learn from the lessons. I start sending you special booklets that show you how to fix sets the day you enroll. Multitester you build with my parts helps you discover and correct set troubles, helps you make money fixing neighbors' sets in spare time while training. Many make $10, $15 a week extra this way.

Mail Coupon—Find Out What Radio-Television Offer You

Act now to get more of the good things of life. I send actual lesson to prove NRI home training is practical, thorough. My 64-page book "How to be a Success in Radio-Television" shows what my graduates are doing and earning. It gives important facts about your opportunities in Radio-Television. Take NRI training for as little as $5 a month. Many graduates make more than the total cost of my training in two weeks. Mail coupon now to: J. E. SMITH, President, Dept. 5B01, National Radio Institute, Washington 9, D. C. Our 40th year.

AVAILABLE to all qualified VETERANS UNDER G.I. BILLS

Good for Both—FREE

MR. J. E. SMITH, President, Dept 5B01
National Radio Institute, Washington 9, D. C.
Mail me Sample Lesson and 64-page Book, FREE. (No salesman will call. Please write plainly.)

Name _____ Age _____

Address _____

City _____ Zone ____ State _____

VETS write in date of discharge _____

Mail Today-Tested Way to Better Pay

Check the Kind of Body YOU Want!

RIGHT IN THE COUPON BELOW

...and I'll Prove How EASILY You Can Have It!

Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man."

SILVER CUP GIVEN AWAY

12" high! Given to man making greatest physical improvement in the next 3 months.

JUST tell me where you want it—and I'll add SOLID INCHES of powerful new muscle SO FAST your friends will grow bug-eyed with wonder!

Do you want me to broaden your shoulders—put trip-hammer power in both your arms—make your legs two pillars of strength? Then just check what you want below. I'll prove you can get it in just 15 minutes a day—in your own home—or it won't cost you a penny!

I don't care if you are 15 or 50 years old—or how ashamed of your present physical condition you may be. I can give you a "barrel chest" and a vise-like grip. I can shoot new strength into your old backbone, exercise those inner organs — help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling. I'll wake up that sleeping energy of yours and make it hum like a high-powered dynamo! You'll *feel* and *look* different. Man, you'll begin to LIVE!

ARE YOU

- Skinny, Weak and run down?
- Always tired?
- Nervous?
- Lacking in confidence?
- Constipated?
- Suffering from bad breath?
- Fat and flabby?
- Do you want to lose or gain weight?

WHAT TO DO ABOUT IT is told in my FREE BOOK

WHAT'S MY SECRET?

"DYNAMIC TENSION"! That's the ticket! The identical natural method that I myself developed to change my body from the scrawny skinny chested weakling I was at 17 to my present superman physique! Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with.

When you have learned to develop your strength through *"Dynamic Tension"* you can laugh at the artificial muscle-makers. You simply utilize the DORMANT muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid LIVE MUSCLE.

My method—*"Dynamic Tension"* will turn the trick for you. No theory—so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of *"Dynamic Tension"* almost unconsciously every minute of the day—walking, bending over, etc.—to BUILD THE MUSCLE and VITALITY you want. And *you'll* be using the method which many great athletes use for keeping in condition—prize fighters, wrestlers, baseball and football players, etc.

FREE Illustrated 32-Page Book. Just Mail the Coupon.

SEND NOW for my famous book, "Everlasting Health and Strength." (Over 3½ MILLION fellows have sent for it already.) It contains 32 pages, packed from cover to cover with actual photographs and valuable advice. Shows what *"Dynamic Tension"* has done for others, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your whole life! Check the information you want (in the coupon below) and rush it to me personally. **CHARLES ATLAS, Dept. *164 N*, 115 East 23rd St., N. Y. 10, N. Y.**

Here's The Kind of Results I Get:

"I gained 11 lbs. and 4¼ inches on my chest, 3 inches on my arms. I am never constipated."
—Henry Neven, Canada

"I gained 34 lbs. and increased my chest 6 inches!"
—Stanley Lynn, Calif.

"What a difference! Have put 3½ inches on my chest (normal) and 2½ inches expanded."
—F. S., New York

"Gained 29 lbs. When I started your course I weighed only 141. Now I weigh 170."
—T. K., New York

"The benefits are wonderful. The first week my arm increased one inch, my chest two inches."
—E. M., Conn.

"You changed me from a weakling to a real he-man. My chest has gone up 6 inches. I am a solid mass of muscle."
—J. W., Montana

CHARLES ATLAS, DEPT. *164 N*,
115 East 23rd St., New York 10, N. Y.

Dear Charles Atlas: Here's the kind of Body I Want:

(*Check as many as you like*)

- ☐ More Weight—Solid—in The Right Places
- ☐ Broader Chest and Shoulders
- ☐ More Powerful Arms and Grip
- ☐ Slimmer Waist and Hips
- ☐ More Powerful Leg Muscles
- ☐ Better Sleep, More Energy

Send me absolutely FREE a copy of your famous book "Everlasting Health and Strength"—32 pages, crammed with photographs, answers to vital health questions, and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

Name _____ Age _____
(Please print or write plainly)

Address _____

City _____ State _____

☐ If under 14 years of age check for Booklet A.